

MINUTES FOR CFHA DIRECTOR MEETING

NOVEMBER 19/1029

Gordon called the meeting to order at 7:05

Those in attendance were Gordon, Amy, Alex, Janet and Dana

E-Motions- Dana for \$61.70 for Hoodie and Tracy for \$1200.00 plus gst for web-site update- Alex made a motion to pay these and it was seconded by Janet.

Motion was carrier

Alex made a motion to accept the agenda and Janet seconded the motion.

Motion carried

Janet made a motion to accept the minutes from the October meeting and Amy seconded it and motion was carried.

OLD BUSINESS:

1. Promotions-Alex has had requests for about 10 decals and they were mailed yesterday and this is now being promoted on our web-site. Alex was working on rewording the clinic promotion to define more clearly what Clinic meant. It was decided to use the wording Major Public Event such as Mane Event, Farm Fair, Agribition where there is the anticipation of large crowds watching. She will re-work it and send it to be put on the web-site in a more visible spot. Alex made a motion to approve a \$600.00 promotion bursary for 2019 and Amy seconded it and all were in favor-motion carried We now have 1388 followers on Face book with 15,000 views There are 174 people using our Instagram site There was an article on the Alberta Bits magazine and Jenny Barnes was featured in the Saddle Up magazine. Green Guard is now using a Fjord horse in their Canadian advertising
2. Web-site-Janet updated us on the work being done to update our website. We are to look at it and see if we need to keep all the pages or get rid of some.

3. By-law change- Janet read through the by-law we were looking at and said it was quoted directly from the Animal Pedigree Act and other groups she looked at are using the same one so we decided we don't need to change it at this time. We have no by-law changes for the AGM this year.
4. Eastern Director- Mikayla will resign as of January 2020 so we are going to be advertising for a new director from the east. Amy will be staying on for another term.

NEW BUSINESS:

1. Refund- As there was some confusion on the web-site ad and it did not get posted we are going to refund \$30.00 to Carol. Janet made a motion to refund the money and Amy seconded and all were in favor so motion was carried.
2. Advertisers- Mikayla will no longer be handling advertising accounts so Dana will be sending out the renewals. She will first talk to Ron to see who is currently paying for web-site and newsletter ads and she will send renewal notices out. This was supposed to be included in the membership mailout but was missed.
3. Newsletter-Kudo's to Darlene for all her had work on the newsletter. We have had a slight increase in price but we haven't gotten the latest bill yet so we won't know how much until it comes. If it is a significant increase we may have to re-visit how to get our costs down. We need to pursue members to keep sending in articles even if it is just a few lines with pictures of their horses.
4. AGM date- We set the date for the AGM on Saturday March 14 at 1:00 Alberta time. We will start putting the date out there on the web-site and Facebook to get people interested in coming

Next meeting: Tuesday, December 17/2019 at 7:00 pm Alberta time

Amy made a motion to adjourn the meeting at 8:03 and Janet seconded it and all were in favor.