

Canadian Fjord Horse Association
Minutes - Directors Meeting
May 30, 2009

Present: Burt Shewfelt (chair), Anna Middleton (vice-chair), Brian Dahl, Alison Baaken, Barb Neufeld, Eunice Bosomworth (by phone), Dianne Manegre

1. Adoption of agenda – Burt suggested that the Ontario evaluation be added to the agenda. Alison moved that the revised agenda be adopted, seconded by Anna, passed.
2. Resignation of Margaret Shorhen / appointment of new Alberta director. Burt has asked Barb Neufeld to fill the vacancy. (Barb received the same number of votes as Margaret in the last election). Brian moved, seconded by Alison that Barb become the second director for Alberta, until the elections for 2010 which will be held in November. Motion passed.
3. Approval of 2008 directors meetings minutes - Anna moved to adopt, seconded by Barb, motion passed.

Financial statements – Dianne presented the draft 2008 financial statements (not yet reviewed by an outside accountant, see attached). Burt commented that the directors had planned the one-time expenditure of the evaluation clinic in 2008 – this was using annual meeting planned expenses which had not been used for the past three years, therefore intentionally planned to invest in the pre-evaluation clinic to move the association forward. Dianne noted that with the continued drop in revenues, and the addition of the website honorarium, that the association could not longer afford the honorarium rates that had been established. See discussion of budget under item 7g below.

There was discussion about the costs of the newsletter, and what the benefits of having the newsletter are, and if there was any way to try to lower the cost or increase revenue. Burt noted that Darlene, as editor, hasn't been receiving much for content...the last newsletter was advertising. There was some discussion about the possibilities of distributing the newsletter electronically, or having it on the website. Barb is to investigate a number of technology options. It was also noted that members see the newsletter as one of the things that they are getting for their membership fee. Dianne noted that putting the newsletter up on the website may reduce the incentive for people to become members, unless it was placed in a "members only" section of the website. Barb suggested that perhaps making one newsletter a year, and doing a better job of it, might be an option. Agreed to explore options, but to remain at status quo for the time being.

4. Members list – Dianne reported that membership was up to 136. Dianne to send out a copy of the current members list to directors. Burt offered to send out a copy of the e-mail addresses of members (which he recently requested from the CLRC on behalf of the

5. Unfinished business

a. Membership committee report

Eunice reported that the membership survey did not get a lot of input from members, not much direction provided. Dianne had summarized the information that was provided. Dianne to re-send the summary of the survey to directors. Barb noted that members seem to be needing more education, support in marketing their horses. Eunice commented that the reason for the member survey was to increase memberships. Barb also noted that there was a recognized need for regional events. Anna noted that there used to be as many as three meetings a year. Burt noted that we need to meet the needs of all members. The CFHA has had a registration system, as well as annual meetings. As a member, Burt stated that he would like to see more from the association, and that we need to implement things to attract members. Anna noted that the meetings used to be a way to network and facilitate sales. Alison suggested that maybe we need to offer clinics to help people train their horses, especially since the market seems to be for well-broke horses. Brian shared his experience with a local riding club that sponsored a driving clinic, which was very successful. Brian also said that if an event featuring Fjords was advertised well, that it would highlight the breed and increase interest / sales of the breed. Barb noted that the key for the events would be to restrict to membership (or alternatively have different prices for members, non-members, and spectators). Eunice questioned how this would work, with events that have different breeds of horses. Barb said that there could be sponsorships of events, as well as participation in trade shows, events, etc., such as the Calgary Stampede. Anna spent ten years taking horses to the Lloydminster fair, and there is a lot of recognition that comes with participating in these events. Barb noted that the scope of work for the committee is quite large, that there are still a lot of issues that need to be addressed.

Burt asked if there was a need to prioritize the task list for the committee work. Barb said that the emphasis should continue to be on membership drives. Eunice had contacted the head of the membership committee in the US, and she indicated that it is the magazine that the NFHA publishes that Eunice noted that 75% of Fjord owners are pleasure riders, and that it is the magazine that attracted them to the readers. Dianne suggested that the CFHA could “piggyback” with the NFHA’s magazine, a few pages called the “Canadian Corner”. Brian suggested that there may be Canadian horse journals that we could also work with. Eunice noted that we need to get our content together first.

b. Evaluation committee report

Alison reported that the CFHA has received permission to use the NFHA system, and recently participated in a joint teleconference meeting to work out the logistics of working together. This year the CFHA will work as an apprenticeship to the NFHA. This year the Ontario evaluation is a go, the Nova Scotia event is still uncertain. The CFHA needs to set up its recording system with the CLRC, and there are a few other things to work out, such as white markings, young livestock, etc. as well as the means of training technical delegates, a coordinator, and evaluators in the future. Alison noted that we need to get more information out to members. Alison sees the long term vision as

holding an evaluation, show, gala. Burt noted that the Ontario evaluation (Pat Wolfe) has requested support from the CFHA to cover airfare for the evaluators (i.e. \$700). Burt asked if the CFHA might be able to offer other ways of support that would be helpful. Burt has brought the request to the table. Eunice noted that at the AGM there was a motion that the CFHA would not subsidize evaluations, and that it would set a precedent for future events. It was generally agreed that the CFHA would not be able to help financially, but that other help could be offered. Alison reported that ~30 horses were signed up for the evaluation. Barb commented that there was more need for help to promote the evaluation in the east (Nova Scotia). Burt asked for a motion to contribute ribbons for the event, advertising on the website and newsletter. Brian moved to adopt, seconded by Alison. Eunice questioned what the cost for ribbons would be. Eunice moved a maximum of \$150, seconded by Anna, passed.

Barb asked what we would put on the ribbon. There was discussion about getting a new logo. Eunice noted that the CFHA is not included on the FHI website. Brian moved that we get a new logo, and that it include the Canadian flag. Seconded by Alison. Perhaps there could be a contest. Membership committee will follow up, hopefully before the Ontario event.

c. Constitution review

Barb moved that the board of directors allow the membership committee to appoint two non board members in good standing to work with David Trus with Animal Industry Division of Agriculture Canada to rewrite the CFHA constitution, with the rewritten constitution to be reviewed by the board of directors, and then presented to the members at the 2010 AGM for their approval. Seconded by Alison. Motion passed.

7. New business

a) Director / AGM minute format

Burt explained that previous minutes had followed an abbreviated format, but members had expressed concern. Descriptive minutes, including discussion is the format that the directors would like to see continued.

b) Newsletter – see comments earlier.

c) AGM Date/Location format

Burt asked that we pick an AGM date, location, format today. Barb suggested October. Perhaps in the East, in conjunction with the evaluation, which is scheduled for Saturday October 3rd. Perhaps the next day, October 4th, or prior to, and will try to coordinate an event in Saskatchewan connecting via Skype or teleconference. Burt / Dianne will follow up with Pat to arrange and confirm exact location / facilities / teleconferencing options.

d) Microchip distribution

Anna moved to centralize to Tyler, and phase out at the end of 2009, Dianne to coordinate with CLRC.

e) CLRC unit cost – unchanged from last year

f) Bank balance - \$3621.62 at the end of December,

g) Proposed 2009 budget (see attached). Dianne recommended that, in order to break even, the association will need to cut back honorariums to the following levels:

- Secretary treasurer - \$125 per month
- Newsletter - \$250 per year
- Website - \$250 per year

These honorarium levels were included in the 2009 budget prepared by Dianne (see attached). Motion to approve budget – Allison, seconded by Brian, passed.

8. Other business

- a) Dianne tendered her resignation, effective end of Dec 2009. Next newsletter to advertise the vacancy, if someone is willing to start earlier Dianne can work to help get them set up.
- b) Eunice requested clarification regarding Barb's role re: the website, is there accountability to the board? Anna has requested changes to the photo on the home page, Eunice has some feedback re: the header of the website, as well as making the website more timely, updated more frequently. Barb will obtain a quote on changing the picture.

9. Next meeting – will be held in October, 2009 with the AGM.