

MINUTES OF  
CFHA ANNUAL GENERAL MEETING  
MARCH 20/16

Meeting began 1:05 mountain time

Those in attendance: Aja Johnson, Linda Fry, Dayna McTighe, Gordon Fulton, Sheila Kyte, Leala Pomfret-Schiller ,Amy Bell, Dana McFaull, Marilyn Downing, Neil Downing, Alison Bakken, Anna Middleton, Pat Wolfe, Jane Beall, Gail Wieterman, Geri McNeil, Wendy Bauwens,

Welcome message given by the President of the CFHA Aja Johnson

Gordon made a motion to accept the agenda as written and Anna seconded it. All were in favor.

Sheila made a motion to adopt the minutes from the previous AGM of 2015. Gail seconded the motion and all were in favor.

Reports:

Financial review done by Alison-

She stated the CFHA seemed to be on solid ground financially. The CFHA had a total revenue of \$15,457.87 compared to \$14,496.77 in 2014. Expenditures totaled \$12,080.54 in 2015, compared to \$10,330.55 in 2014. This resulted in a surplus for the year of \$3,377.33, compared to \$4,166.22 in 2014. Finances seemed to be comparable to 2014. Discussion on why we hadn't transferred some funds to GIC as recommended last year. A decision was made to wait because of fewer members and less horses being registered.

Treasurer's report presented by Aja in Ron's absence

|                             |             |
|-----------------------------|-------------|
| Total revenue               | \$15,457.87 |
| Monies in bank in 2014      | \$14,496.77 |
| Surplus                     | \$3337.34   |
| Revenue for 2015            | \$5270.00   |
| Registrations               | \$850.00    |
| Transfers                   | \$3710.00   |
| DNA testing                 | \$959.17    |
| Website                     | \$1,387.50  |
| Newsletter                  | \$1,767.20  |
| Newsletter/Website packages | \$1,514.00  |

The membership revenue is the revenue for all of 2015 memberships, including those processed in late 2014.

Registration revenue was much reduced from 2014 due to a drop in the number of registrations from 41 to 19 in 2015. Along with that, DNA revenue was reduced accordingly as well. Transfer revenue increased as the number of transfers increased from 64 in 2014 to 77 in 2015.

Expenditures :

Major expenses were:

|   |           |
|---|-----------|
| CLRC levies for memberships, registrations and transfers  | \$3209.96 |
| Treasurers expenses and salary                            | \$1252.50 |
| CLRC miscellaneous-invoicing, labels for newsletter, etc, | \$511.99  |
| DNA   | \$374.00  |
| Newsletter  | \$3172.73 |
| Web Expenses  | \$221.40  |
| AGM mail out  | \$329.14  |
| GST HST   | \$716.95  |

In addition , there was a non-cash expense of

\$1,342.00 to write off the value of furniture and equipment that the CFHA no longer has.

#### COMMITTEE REPORTS:

Membership- Linda

Jan/16 estimating 136 members but 44 had not renewed yet for 2016

We have had some difficulty in getting information we need because of staff turnovers at the CLRC. The board will be discussing these issues with the CLRC in the future.

Linda's term is finishing now and Aja thanked her for all her hard work.

Advertising Report- Leala

- 1) Number of farm advertisers on the website in 2015  
2 corporate advertisers chose to just advertise on the website in 2015 (had previously been advertising in the newsletter)  
14 farms advertised in 2015 (3 were premium ads)
- 2) Newsletter advertising totals:  
Many of the newsletter ads were part of website packages  
Farms:

5 full page colour ads for farms  
2 ¼ page black and white ads for farms  
5-6 business card ads

Sales:

1 full page colour sales ad

Corporate:

1 full page colour (new as of 2015)  
1 ½ page colour ad (only advertised once in January)

This is also Leala's end of term with the Board and Aja wished her well and thanked her for her service.

Newsletter Report by Jane and Pat:

Jane indicated it is getting harder and harder to keep the newsletter going. We need to work harder to get advertisers because costs of printing have gone up. She needs much more member input for the newsletter, with articles and pictures as she and Pat worked very hard to get enough for the past newsletter. We thanked both of them for all their hard work. Jane has worked to present a wonderful newsletter that has been noticed worldwide and we would hate to lose it.

PayPal and Facebook reports by Sheila:

\$3058.30 in payments have been paid through PayPal

We paid \$99.61 in fees

Very convenient way for many to make payments and a good way to keep track if payments have been made. It is an efficient way to keep track of monies coming in to the association. Sheila has arranged for any new person taking over to have an easy glide into the position.

Facebook: 808 likes- A good way to get information out to the membership. Re-directs to Twitter also.

Sheila suggests that the Farm Ads deadline should be changed to the end of December or January as December is such a busy time for most people and renewals get forgotten in the Christmas rush.

Sheila is also leaving us because her term is up and Aja thanked her for her hard work for the CFHA. Aja asked if she could attend the next Board meeting in April to help the new person get set up and Sheila said she would.

Promotion report written by Dayna and presented by Gordon

The CFHA accomplished a few things in terms of promotion over the last year

One thing hopefully most of the members have seen is the Clinic Promotion Program. As a board we agreed the best way to promote the breed at major public events and tradeshow, over and above having a booth with just pictures, is by having fjord horses on the premises working for the public to see. Members who meet the criteria, which includes supplying a short write up and photo for the newsletter, can be subsidized up to \$100.00 to attend major public clinics with their CFHA registered horses. The CFHA will be subsidizing up to 6 clinics per year at this time. This program achieves three goals: having well turned out Fjord horses out in the public eye, encouraging our members to get out there learning with their horses and increasing member content in the newsletter. We look forward to the first application for this program.

The CFHA has rejoined the Fjord Horse International, along with the NFHR. The North American associations working together with this international forum of countries will benefit the sustainability of the purebred Fjord horse in many ways. We look forward to being a voting member in this organization and having Canada's voice heard in the matters pertaining to the future of the Fjord horse across the globe, as well as the exchange of ideas and exposure through their website and programs. Pat Wolfe will be attending the stallion show and representing the CFHA in Norway in May.

We have begun to get the ball rolling to sell association merchandise on the website. We will be starting out with ball caps and t-shirts with the CFHA logo.

We are currently working on a participation award to encourage owners to get involved in multi-breed activities. Part of this is to help support our newsletter as well as promoting Fjord ownership. There are just a couple of details to finish before releasing the information.

We were approached by Horse Country Magazine, which is based out of Winnipeg Manitoba. They would like to do an article spot-lighting the Norwegian Fjord Horse, and more specifically their conformation. We are excited about promotion of the breed in this area as our membership in Manitoba is a bit lacking.

Business arising from previous meeting:

Video-Pat stated the video on evaluations has been really well received 8057 people have seen the video in 2 years.

The association has decided to concentrate on promotions and less on evaluation in the next year because of declining membership involvement.

Directors: We have 3 Eastern directors stepping down and as yet we have to still get 1 more replacement. Joining us on the board are Amy Bell from Ontario and Mikayla Murphy from New Brunswick . A big welcome to them and Thank You for stepping into those positions. They will be starting in our April meeting.

NEW BUSINESS:

Constitutional amendment: presented by Gordon

20. Identification:

(A) All Norwegian Fjord Horse registered in the CFHA Registry shall be microchip implanted for identification purposes. The implantation must be done by a veterinarian who shall sign and submit required documentation to the CFHA Registrar.

Change last sentence to read ; The implantation must be done by a veterinarian who shall sign the required documentation which the owner is required to submit to the CFHA Registrar

Reasoning: The responsibility of the veterinarian and owner were not correct.

A motion was made by Gail to accept the changes to the constitution and it was seconded by Anna. All were in favor.

3. Members

(C) (1) Annual membership is open to those individuals, partnerships or companies, incorporated under Federal or Provincial charter, resident in Canada, who owns at least one registered Norwegian Fjord. Such individuals are entitled to one vote.

Motion to remove (. Who owns at least one registered Norwegian Fjord.

Reasoning: CLRC has no reasonable means of checking this requirement expressly international registered Fjords.

We may be restricting the ability to welcome new members and keep contact with retiring members.

We at this time have several fully paid members who do not meet this requirement

Motion made by Anna and seconded by Gail and all were in favor

## 9. Elections:

B) Any member in good standing who is 18 years and older may run for the position of Director provided the member is duly nominated and has paid his dues 45 days before the deadline for nominations.

Motion is to change to: Any member in good standing who is 18 years and older may run for the position of director provided they own a CFHA registered Fjord horse, is duly nominated and has paid their dues 45 days before the deadline for nominations.

Reasoning: the director should have the vested interest of Fjord horse ownership as they make decisions on behalf of the membership.

Motion made by Alison and seconded by Gail and all were in favor.

D) Nominations shall be in writing and signed by the nominator, two seconders, and the nominee, all of whom must be members of the CFHA and not of the immediate family of the nominee.

Motion to remove: two seconders

Reasoning: We are a small group in a large country making it difficult for all four of these people to know and contact each other. This requirement seems to hold prospective directors out rather than welcoming them in.

Motion made by Sheila and seconded by Gail

Wendy Bauwens wondered if we would be interested in having a US representative on our Board of Directors and offered to be that person. It was decided to discuss this at our board meeting in April and get back to her on it.

Motion to adjourn the meeting was made by Gordon at 1:55 and seconded by Anna.

