

Minutes for CFHA Board of Directors Meeting March 1/15

Meeting started at 3:46 Alberta time

Members present: Aja, Leala, Linda, Dayna, Gordon and Dana-Sheila absent because of work

Leala adopted the agenda and Linda seconded

Minutes from Jan 18 meeting adopted by Dayna and Leala seconded

Old Business: Breed Promotions

The board decided the only booths left to purchase at the Mane Event in Red Deer wouldn't be in the main traffic areas and that the money spent on a booth would be better spent on another type of promotion. Gordon felt that the best promotion is having horses at the Mane Event and others agreed. Dayna to check into if we can still take part in the Best of Breeds performance without a booth.

Selena Dickman and Charlie Holloway have volunteered to ride in the Best of Breeds for us at Mane Event with their horses and we should show some support for them by one of us being at the event and giving the announcer a little bit of a write up on the breed.

Booth set-up if we get one-Dayna and Dana volunteered

Carol has the supplies and we may have to buy some table cloths

Annual General Meeting March 7/15:

Dayna and Dana are to record names of members attending

Carol will do the financial review

Ron will do the treasurer's Report

Linda to talk on memberships

Jane-Newsletter

Advertising-Leala

Pay Pal and Facebook-Sheila

Evaluations-Pat Wolfe will talk about the recent evaluations done in the US

Promotions-Dayna and possible incentive program

New Business:

CLRC Annual General Meeting in Ottawa:

Gordon wondered if someone could attend from our membership and do a write up for the newsletter.

Update from Carol on her database project:

She indicated that some of the European countries are interested in having an International Fjord database. She wondered if we should join the International Fjord and we decided to find out more of what that would cost and discuss it more at another meeting.

Membership numbers:

Linda mentioned our numbers have dropped substantially but members have until the end of March to renew. This is not unusual for this time of year as a lot of people send in their membership at the last minute.

Others felt we must do more to promote and educate about our breed

Newsletter:

Bob Long NFHR Evaluation Committee Chair promoted our newsletter and encouraged others to join our membership.

Meeting was adjourned at 4:27-Gordon motioned to adjourn and Leala seconded