

Minutes for CFHA BOD Meeting May 17, 2015

Meeting Started at 4:10 Alberta Time via Pragmatic Conference Call

Members Present: Aja, Leala, Sheila, Linda, Gordon and Dayna

Motion to adopt agenda: Gordon requested that we move the Fjord Database discussion to be combined with the discussion on the FHI. All agreed

Motion to accept agenda made by Gordon, seconded by Sheila

Minutes from March 1, 2015 BOD Meeting: Motion to adopt by Dayna, seconded by Leala.

Old Business:

Mane Event – Gordon and Dayna both attended and observed the breed demos. The demos are limited to 4 minutes and it was announced that they will be adding a day in 2016. This will both increase costs and increase the number of people required to man a booth. It was suggested that our breed would be better showcased by having members participate in the clinics. Gordon suggested that the CFHA consider offering funding to subsidize stabling or fees to members wishing to participate in clinics or promotional events. In exchange the CFHA could request photos and a short write up to be used in the newsletter. All board members were in favor and further discussion will be had re dollar amounts, application/approval process. Gordon and Dayna will work on a formal proposal.

Follow up on GIC recommendation from AGM- Gordon suggested that we need to have a rough budget prepared prior to deciding on an amount to invest. The BOD agrees to defer the investment until a budget is prepared. Aja will work on preparing a budget.

Incentive Program – Aja would still like to see the CFHA offer incentives to our members. Each Board member will investigate how other breed associations run their incentive programs so that we can have a program ready to implement in 2016.

**New Business:**

**Are we limiting our membership numbers by only allowing owners of registered Fjords to be members?**

-Leala had previously asked the CLRC this question with no response. She will follow up with them.

**Membership #s**

Latest numbers show that we have only had 110 members renew for 2015, that is 39 fewer than last year. Jane Beal contacted all 39 lapsed members via e-mail and/or phone. 12 said they would renew ASAP.

Discussion re timing of renewal notices. Renewals are due at the busiest time of year for most people (Christmas) and often get overlooked/forgotten. We allow until the end of March for members to

renew. By the time we compile a list and contact the lapsed members after the end of March, the year is almost half over and members are less likely to renew. How can we motivate members to renew on time so that we do not lose any more members? Aja suggested that we could offer a decreased rate for members who renew prior to the end of December.

How do we improve the value of a membership so that we can attract new members and keep old members engaged?

It was suggested we could make the pedigree database for members only – not sure if this is possible as it is run by the CLRC. Leala will enquire.

Incentive programs

Suggestion that we make gift memberships cheaper than regular membership to encourage sellers to gift a membership to new buyers. We will inquire with CLRC whether they can add another category so that we can track the members giving gift memberships and recognize them in the newsletter as well as send a welcome package to the new members.

Sheila will post a note on some of the Norwegian Fjord Facebook sites reminding that anyone with a registered Fjord can join the CFHA or can subscribe to the newsletter even without a Fjord.

#### **Farrier Journal Directory – Request for Updated Info**

Dayna will contact them and provide the updated info for their directory.

#### **Nordfjordheid 2016 – email from Brian Jensen**

The BOD had an e-mail from Brian Jensen informing us about potential European judging opportunities for our Canadian evaluators in 2016. The BOD has been discussing rejoining FHI to better align our association with the European associations. Gordon offered to research the cost vs benefits of the CFHA rejoining.

The BOD agreed that the next meeting will be in early September and we will be diligent with checking and corresponding with e-mail.

Motion to adjourn made by Sheila, seconded by Dayna.

Meeting Adjourned at 5:20PM Alberta time.