

CFHA Annual General Meeting

March 7/15

Minutes

Those Attending: Aja Johnson, Leala Pomfret-Schiller, Linda Fry, Dayna McTighe, Sheila Kyte, Gordon Fulton, Dana McFaull, Gail Wieterman, Carol Boehm, Geri McNeil, Pat Wolfe, Jane Beall, Ron Black, Alison Bakken, Susanne Cowan, Anna Middleton, Theresa Kandianis

Meeting started at 1:14 Mountain time (Alberta)

Aja Johnson-President Welcomed everyone to the meeting and introduced the board members and told of their fields of expertise:

Aja-President

Leala-Vice President

Linda-Membership

Sheila-Pay Pal, Facebook and Website

Dayna McTighe-Advertising and Promotions

Gordon Fulton-replacing Jenny Barnes who stepped down

Dana McFaull-New Secretary

Gail motioned to adopt the agenda and Gordon seconded

Gordon made a motion to approve the minutes from the 2014 AGM and Leala seconded it

Financial Review-Carol Boehm

There was an increase in revenue from 2011 of \$9855.92 and Carol attributed it to the addition of the web-site and the newsletter which have drawn more people to be interested in the association. Carol feels that both of these have been the greatest help in keeping the association viable.

Carol saw a great decrease in membership but Ron explained that in 2013 he included the people who had paid for 2014 memberships also and so in reality the membership has stayed about the same. He said we have \$3485.00 from memberships already and expects more by the end of March.

Carol reported income from registrations for 2013 was \$830.00 and from 2014 was \$1955.00

Transfers were up 12 percent

DNA testing in 2013 was \$792.20 and in 2014 \$1840.00

2013 micro-chip income was \$86.70 in 2013 and in 2014 \$18.00 and wondered about that

Ron explained that the CRLC handled all the micro-chip income and it was not actually income to the CFHA.

Carol made a suggestion that we take \$10,000.00 from the account and put it into a GIC or an interest savings growth account to get more interest.

The Board will discuss this further at our next meeting

Carol suggested seeking more commercial sales-new vendors and the board has been working on this

Carol felt we needed a clearer picture of where the money is used that the CLRC charges us.

She suggested we ask the CLRC manager to allocate miscellaneous expenses to actual accounts for transparency. Directors will get a clearer picture of where these expenses originate. Knowing where they originate from allows them to make educated decisions on how to decrease these expenses. Miscellaneous expenses have increased from \$267.01/2013 to \$452.00/2014

She feels we need to do more educational promotions to aid in memberships and the board have been discussing this at their meetings.

She suggested we have the CFHA bookkeeper remove the Office furniture and Equipment off the books so that Capitol Assets are correct as the association does not at this time own any office equipment. She also stated the association owns a micro-chip scanner but no one seems to know where it is. This item should be shipped to the CLRC office's for safe keeping as it is an association asset.

Carol also felt the CFHA has a good solid financial base to move forward on. All in all she felt the board had done an excellent job so far.

Treasurer's Report-Ron Black

Statement 01/01/2015 to 06/03/2015

REVENUE

OPERATING REVENUE

| | | |
|----------------------------|------------|------------|
| CLRC-Member fees | \$3,485.00 | |
| CLRC-Registrations | \$ 170.00 | |
| CLRC-Transfers | \$ 210.00 | |
| CLRC-DNA Testing Recovery | \$ 140.00 | |
| CLRC-Other fees | \$ 168.78 | |
| CLRC total Revenue | | \$4,173.78 |
| Website Revenue | \$ 970.00 | |
| Newsletter Revenue | \$1,170.20 | |
| Website/Newsletter Package | \$ 982.00 | |
| Website/Newsletter | | |
| Commercial Ads | \$532.00 | |

| | |
|---------------------|------------|
| Sales total Revenue | \$3,655.20 |
| Total Sales Revenue | \$7,828.98 |
| Total Revenue | \$7,828.98 |

EXPENSES

OPERATING EXPENSES

| | | |
|-----------------------------|----------|-----------|
| CLRC-Membership Levy | \$126.99 | |
| CLRC-Registration Levy | \$ 74.88 | |
| CLRC-Transfers Levy | \$67.29 | |
| CLRC-Account Entries Levy | \$876.09 | |
| CLRC-DNA kits Levy | \$ 12.48 | |
| CLRC-Misc Transactions Levy | \$ 30.98 | |
| CLRC-Treasurer Services | \$240.00 | |
| CLRC-Miscellaneous | \$276.36 | |
| Total CLRC Expenses | | \$1705.07 |
| Total Cost of Goods Sold | | \$1705.07 |

General Administration Expenses:

| | | |
|--|-----------|-----------|
| Credit Card Charges | \$ 57.84 | |
| Pay Pal Charges | \$ 48.42 | |
| Insurance | \$378.00 | |
| Interest and Bank Charges | \$ 8.22 | |
| GST-HST Expenses | \$108.31 | |
| Website Expenses | \$ 221.40 | |
| Annual Meeting Expenses | \$ 248.32 | |
| Total General and Administration Expenses: | | \$1070.51 |
| Total Expenses | | \$2775.58 |
| Net Income | | \$5053.40 |

Existing Amount in the Bank at the moment is \$26,410.00

Gordon Asked if we had checked out whether we qualified for GST and Leala explained she had explored that extensively and we do not qualify.

COMMITTEE REPORTS:

Membership Report-Linda

Linda said we had about 100 members at this time but that she expected as in other years the membership would increase by the end of March when they were due.

We have got 5 new members so far.

The board has used many different social media sites to advertise for members such as Facebook, The Newsletter and on the Website.

Bob Long in the USA gave a verbal suggestion at the Norco evaluations for others to join the CFHA and gave great accolades for our newsletter.

The Board is open now for suggestions on how to attract new members.

It was asked by Gordon where most of the members came from and Linda stated mostly from Western Canada and that our numbers from the USA are increasing.

Linda stated our numbers have remained fairly stable over the past few years.

Newsletter-Jane Beall

Newsletter is paying for itself with requests and we have a few new advertisers

We need to get some more photos and articles from members

All members can submit articles and photos not just a select few

We also need more pictures showing the versatility of the breed

Jane is working to maintain the quality of ads

All ads are moved around in the newsletter to make sure one ad isn't always in the front and one in the back for maximum exposure for all advertisers

Jane needs to know ahead of time if articles are being sent and the articles must be in by the deadline

She is trying to keep the newsletter to 32 pages

We have 8 people so far just paying to get the newsletter alone and we have 16 Americans ordering the newsletter.

It was asked what the rate was for mailing the newsletter and it is \$1.80 for Canadian and \$2.50 for American subscription, International is \$6.00 more a year.

Theresa mentioned in the last year mailing from the US to Canada has increased substantially

CFHA Advertising Report 2014

- 1) In 2014, continued to track advertising on the website and through the newsletter including who advertised, the type of advertisement and when payment was received. I have not been able to keep exact track of the website classified ads to date. There were approximately 6-10 classified ads throughout 2014, similar to 2013 #'s.
- 2) Number of farm advertisers on the website in 2014:
 - 11 member premium ads (up from 2013 @ 7)
 - 5 member regular ads (up from 2013 @ 3)
 - 2 member gold pack ads (same as 2013)
 - 1 member silver pkg ad
 - 2 corporate advertisers
- 3) Newsletter totals:
 - 6 business cards/year
 - 5 full page colour ads/year (but 1 part of website pkg)
 - 6 full page colour ads/on an as issue basis
 - 6 ½ page colour ads/year
 - 4 ½ page colour ads/on an as issue basis
 - 2 ¼ page black and white ads/year
 - 4 corporate advertisers (2 new corporate advertisers that are continuing to advertise with us throughout 2015)
- 4) Newsletter/website combo's
 - 1 gold package ½ page colour newsletter and premium website listing
 - 1 gold package 1 page colour newsletter and premium website listing

There was a discussion on how important it was to keep the web-site current. Leala was to check with Tracy the Web-Master to see if there was a way to track how many people were visiting the web-site.

It was mentioned that it has been an on-going problem getting advertisers to stay with us because members don't buy their products. An incentive is to get advertisers to donate products for prizes.

Leala suggested that each time the newsletter is done they do a product review on one of our advertised products. All thought this was a great idea and members who are using advertised products are welcome to submit such a review.

Pay-Pal, Facebook-Sheila

We had 622 checking into the Facebook site

Need to try some new up-dated ideas like discussion topics and new photos

Our web-site directs people to check out the Facebook page

Sheila could post sales ads for paid advertisers

Farm ad renewals are due Dec 31 each year

Sheila is to ask Tracy about getting a report on web-site traffic

Pay Pal has been working well for getting payments for memberships and subscriptions

\$3800.00 has been paid by Pay Pal so far

Sheila does not put each payment from Pay Pal in the bank right away because we get charged so much for every transfer so she holds until we get enough not to have to pay transfer charge.

Some suggestions Farm Ad notices needed to be added to CLRC Membership Renewal Forms with a reminder for each.

Carol suggested we put a link for Farm Ads on our Facebook page

Sheila will follow up on what is the most favored placement for Farm Ads

Gordon suggested we add to Facebook page a mention of new advertisers

Gail was concerned that her older ads were being pre-empted by new ads

Sheila to talk to Tracy about placement of ads and Carol said she would assist in this

Carol asked if there was a sales committee on the board and Aja mentioned all board members were working on this

Evaluations in USA-Pat Wolfe

Pat stated there were 4 or 5 Canadians attending and members from Denmark and Norway also Norwegians liked the professionalism of the North American judging.

All the judges had a meeting before and after the evaluations

Some of the judges used a scribe to write out the comments because it was requested that judges give more comments because participants felt they were most helpful. Judges will be doing more written comments in the future.

Gordon asked if all countries involved had particular types they supported. Pat said that Northern American standards were the same but some countries still only supported certain types.

Pat did an article for the newsletter explaining the three types of Fjords promoted in North America. Theresa mentioned the Norwegians have added temperament scoring.

Pat said most scoring systems were similar to those used in North America.

The video Pat did for the CFHA on evaluations went over very well. There were 4000 hits. We definitely want to continue with educational promotions

Promotions: Dayna

Some ideas for next year are Horse Expo in Regina, Saskatchewan and Mane Event in Red Deer Alberta

Linda thought it would be a good idea to recognize the breeders that give memberships or newsletter subscriptions to the people who buy their horses and the board will discuss this further at a meeting

Anna mentioned she went to a cutter rally in Lloydminster and it was great fun. She is going to see if she can get pictures and an article for the newsletter. She will give Jane the contact person for the event and Jane will follow up. These are the types of things we need for the newsletter to promote our the Fjord breed.

Anna motioned we adjourn the meeting at 2:42 and Carol seconded