

MINUTES FOR CFHA ANNUAL GENERAL MEETING MAR4/17

Meeting began at 1:10

Those in attendance are: Aja Johnson, Gordon Fulton, Dayna McTighe, Mikayla Murphy, Greg Steele, Dana McFaull, Linda Fry, Ron Black, Neil Downy, Geri McNeil, Alison Bakken, Eunice Bosomworth

Amy Bell sends her regrets that she cannot attend.

Gordon made a motion to accept the agenda and Alison seconded it and all were in favor.

Alison made a motion to accept the minutes of the previous AGM from 2016 and Mikayla seconded it and all were in favor

Aja made the introduction of our new Director from Manitoba- Greg Steele and welcomed him on board.

Aja also welcomed everyone attending the meeting. It is very nice to have members take an interest and turn up for the meetings.

FINANCIAL REPORTS:

Alison Bakken presented the Financial Review:

Our revenue is down due to our membership being down a little from the previous year. Registrations are up and DNA testing is up. Transfers are down. Ten percent of our registries are pending due to further information needed such as DNA testing. Ron said the pending registrations are put aside for a time period made by the Registrar but was unsure about the time involved. We are not charged until the registration is completed or closed. There is some confusion because the 2017 membership fees were collected in 2016 but not put into the account until Jan of 2017 so it shows our revenue is down in 2017 so far but that is not the case. We are looking like our bank balance is about the same as last year and so that has not changed.

TREASURER'S REPORT: Ron Black

Canadian Fjord Horse Association Comparative Income Statement

	Actual 01/01/2016 to 31/12/2016	Actual 01/01/2015 to 31/12/2015
REVENUE		
OPERATING REVENUE		
CLRC -Membership Fees	4,525.00	5,270.00
CLRC- Registrations	1,220.00	850.00
CLRC -Transfers	2,244.14	3,710.00
CLRC-DNA Testing Recovery	1,680.00	624.31
CLRC - Microchip Revenue	0.00	0.00
CLRC-Other fees	-1,046.16	334.86
CLRC Total Revenue	8,622.98	10,789.17
Sales	0.00	0.00
Website Revenue	670.00	1,387.50
Newsletter Revenue	1,179.00	1,767.20
Website/Newsletter Package R...	982.00	982.00
Website/Newsletter Comm. Ad ...	770.40	532.00
Sales Total Revenue	3,601.40	4,668.70
TOTAL SALES REVENUE	12,224.38	15,457.87
Other Revenue		
Interest Revenue	0.00	0.00
Miscellaneous Revenue	0.00	0.00
Total Other Revenue	0.00	0.00
TOTAL REVENUE	12,224.38	15,457.87
EXPENSE		
OPERATING EXPENSES		
CLRC -Membership Levy	423.10	228.29
CLRC -Registrations Levy	148.20	169.62
CLRC -Transfers Levy	539.85	603.53
CLRC - Account Entries Levy	1,940.94	1,878.40
CLRC - DNA kits levy	48.96	81.20
CLRC - Misc Transactions Levy	440.99	248.92
CLRC-Treasurer Services	987.50	1,252.50
CLRC Miscellaneous	164.55	451.82
CLRC-Membership Invoicing se...	563.05	0.00
CLRC-Refund of fees	134.40	60.17
CLRC - Microchip expense	0.00	0.00
CLRC- Teleconferencing expen...	202.67	0.00
CLRC-DNA Testing Expense	886.00	374.00
TOTAL CLRC EXPENSES	6,480.21	5,348.45
Purchases	0.00	0.00
Total Cost of Goods Sold	6,480.21	5,348.45
General & Administrative Expe...		
Courier & Postage	17.91	69.90
Credit Card Charges	172.16	138.38
PayPal charges	99.87	76.23
Write-off of Capital Assets	0.00	1,342.00
Memberships	0.00	160.70
Insurance	378.00	378.00
Interest & Bank Charges	82.94	126.66
Office Supplies	0.00	0.00
GST/HST Expense	692.23	716.95
Miscellaneous Expenses	0.00	0.00
Website Expense	442.80	221.40
Newsletter Expense	2,808.44	3,172.73
Annual Meeting Expense	221.41	329.14
Total General & Admin. Expen...	4,715.76	6,732.09

**Canadian Fjord Horse Association
Comparative Income Statement**

	Actual 01/01/2016 to 31/12/2016	Actual 01/01/2015 to 31/12/2015
TOTAL EXPENSE	<u>11,195.97</u>	<u>12,080.54</u>
NET INCOME	<u>1,028.41</u>	<u>3,377.33</u>

TREASURER'S REPORT TO THE CANADIAN FJORD HORSE ASSOCIATION

March 4, 2017

Balance Sheet: The bank balance increased by \$5001 in 2016. A portion of this increase was the result of an operating surplus of \$1028 for the year. A further portion was the result of membership fees for 2017 totalling \$2160 that were collected and processed in 2016, but have been accrued into 2017 income and thus are showing on the balance sheet as a liability called Prepaid Memberships. The liability for Prepaid Memberships is much higher than the previous year because for 2016 memberships the invoices were not sent out until January, 2016, and thus virtually all 2016 memberships were processed in 2016. For 2017, the invoices were sent out in October, 2016, resulting in many memberships being paid in 2016 for 2017.

A further liability that is showing on the balance sheet for the first time is called Deferred Revenue, and is the amount of credits in breeders' accounts at Canadian Livestock Records Corporation (CLRC). During 2016, a significant number of credits in accounts that had been inactive for 3 years or more were written off. The remaining amount of credits, totalling \$1973, in more current accounts was then recorded in the financial records as a liability, which reduced the revenue for the year by the amount of \$1973. This liability will be henceforth adjusted each year according to whether the total credits have increased or decreased.

Income Statement: Total revenue decreased by \$3234, partially due to website advertising revenue decreasing by approximately 50% and newsletter advertising revenue by about \$600. Revenue for memberships and transfers was also lower, while revenue for registrations and DNA testing increased. A portion of the decrease in revenue was also due to the recording of the liability for the breeder credits referred to above, which were recorded as reducing the revenue received through CLRC.

Total expenses decreased by \$885. The amount paid to CLRC increased due to two membership invoicings done in 2016 and to more DNA testing being done. The levy for processing memberships was also higher due to the number of 2017 memberships processed in 2016. Newsletter expenses decreased by almost \$600.

The end result was an operating surplus of \$1028. The bank balance as of December 31, 2016 was \$29,460.

2017 to Date: For the first 2 months of 2017, revenue has totalled \$5948 (including the 2017 memberships processed in 2016) and expenses have totalled \$2117, for a surplus to date of \$3831. The bank balance on February 28, 2017 was \$30,700.

Presented by Ron Black, Treasurer

COMMITTEE REPORTS:

Membership-Gordon

According to the latest figures from the CLRC we have 130 members. Our membership has been gradually declining because mostly of an aging population and people not having horses anymore. We did a phone out to 50 members who had not renewed in the past 2 years and ¼ of those had forgotten to renew so we have gotten some new members from that. Linda asked if the Newsletter uncertainty is contributing to members not renewing . We are unsure at this time, and we are wondering if that will cause membership to fall even more.

Advertising-Mikayla

2016 we had 11 farm advertisers on the web site

2 corporate

2. Advertising totals for 2016

Many of the newsletter ads were part of website packages

Newsletter advertisers 2016

14 Farm

6 full colour ads for farms

1 1/2 half colour ad

4 half page farm ads

5 business card ads

1 ¼ page black and white ad for farm

The invoices for the 2017 Newsletter ads were sent out late because we were not sure if there would be a Newsletter so we may get more ads yet this year.

Clinic Promotion-Mikayla

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. Unfortunately no one met the criteria for subsidizing this year.

Pat Wolfe attended the stallion show and represented 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. The t-shirts are \$30.00 each and come in a variety of sizes and colours and the hats are \$25.00.

Pay Pal-Amy

Income for 2016: \$2,179.78 was received as income for the 2016 year. This is down \$878.52 from 2015.

It should be noted that there were some issues when the account was being switched to new management. These seem to have been resolved, with all reports being directed to Amy directly (again, thank-you Sheila for your patience during this transition).

Pay pal remains an easy platform for payments, with a direct link via the website.

Social Media:

Facebook:

In 2016 the focus was to increase the amount of posts put up by the CFHA team. This continues to be challenging in posting specific to Fjord topics, and any suggestions are greatly appreciated. Some diversion is being considered into general horse topics, again priority given to Fjord related articles, videos, images. The focus remains the same for the 2017 year and that is to increase the traffic on the Facebook page, and link back to the CFHA website in order to gain more advertisers, website traffic, membership, etc.

Our current Post Response rate is 20 hours and we are looking to decrease this in 2017

Overall stats: Likes=905 with 885 followers

Twitter

Twitter automatically is updated with each post, going forward the #symbol will be utilized more frequently in order to broaden the scope of "search" criteria.

Some thought has been given for some "live" tweets in regards to AGM, etc. This will be pursued going forward.

You tube:

Our YouTube account remains unused, 2017 we hope to be able to add some videos onto this account, training, clinics, etc would be greatly appreciated if available.

CAD

2016

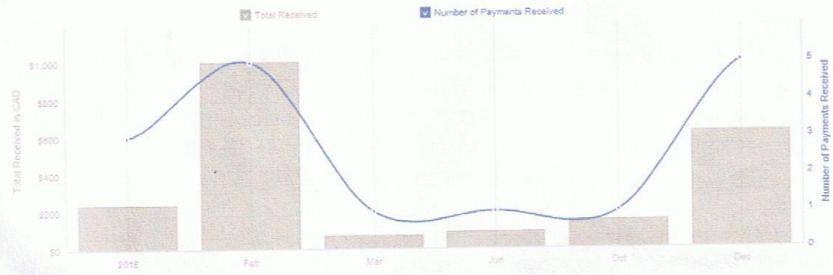
Payments received
\$2,179.78

Shipping collected
\$0.00

Sales tax collected
\$0.00

PayPal fees
-\$68.02

Updated an hour ago



Web-site-Dayna

We have a great webmaster that gets things put on the site very quickly and she costs only \$232.47 per year for management.

Farm Ads- we need to try to get a few more breeders involved

Hats and shirts are promoted on the web-site

They are working to try to keep the web-site current but need more input from members with stories and pictures.

By-Law changes-Gordon

15. B

We needed a clearer picture of where the notices for the AGM were to be sent as our current by-law gives no indication of this.

Gordon made a motion to accept this change, Greg seconded it and all were in favor and no one opposed

6. Directors, Offices and Committees

We need to amend because there are a larger number of members in the west and our Board should reflect that. The board will look at the demographics every five years.

Gordon made a motion to accept the by-law change and Dayna seconded it and all were in favor. No one opposed

7. Term of Office

Because of the smallness of our membership and the difficulty in replacing directors we are going to stagger elections of three directors every two years and directors could be asked to stay for another term if a replacement cannot be found.

Gordon made a motion to accept this change and Mikayla seconded it and all were in favor. No one opposed.

9. Elections

Elections will be staggered so that we don't have all the directors leaving at one time and with no one of experience on the board.

Gordon made a motion to accept this change and Dayna seconded it and all were in favor. No one opposed.

We will have a new change in Pedigree Committee for next year.

Business arising from the last meeting-

All by-law amendments were passed through the Department of Agriculture and have been changed in our by-laws.

We had an American member wanting to be a representative from the USA on our board but our by-laws do not allow this.

Evaluators

We have two wonderful evaluators in Canada-Pat Wolfe and Brian Jensen. They are both certified internationally. We are having discussions about utilizing them in Canada.

Canada's 150 birthday:

Alison made a proposal that we have members log miles ridden and try to get 5000 miles from sea to sea. We are going to try to put something in the newsletter about this.

NEW BUSINESS:

Newsletter

Jane has retired and so far we have had no one volunteer to take on this duty so we have hired Darlene to do the March issue for us. After the issue is finished she will give us an idea of what the cost per issue would be if we had to hire someone and then we have to decide if we can afford it. We need to get advertisers back on board for this to be feasible. We are going to use the same printer in Ontario Jane used because he is much cheaper than anyone in Alberta. The printer will mail the copies to Amy Bell who will do the mailing of the newsletters. This will help to cut down on costs. We must re-evaluate after the March issue goes out to

see if it is possible at all. We may have to go to paperless issues that will be offered on the web-site for members to read with only a mail out to members without computers. We may have lost some advertisers because of a glitch in the system which did not send out renewals to the newsletter advertisers and we are rectifying this. We have discussed other ideas as having less issues per year or having smaller version of the newsletter but that decision will be made at a later date. We feel only 10 percent of our members don't have internet access so we may have to make some adjustments for them. We need more pictures, stories and articles sent in by members.

Director Positions

Aja can't continue as per our by-laws and Dayna and Gordon also come up for election. We will need new directors in the Fall in the west. It was asked if anyone interested in the positions could join into our director meetings and see what the job entailed and we agreed this was fine with us.

Greg made a motion to adjourn the meeting at 2:17 and Mikayla seconded it and all were in favor.

Next Director Meeting April 1/17 at 10:00 Alberta Time