

MINUTES FOR CFHA DIRECTOR MEETING MARCH 26/19

Gordon called the meeting to order at 7:04

Those in attendance were: Gordon, Alex, Amy, Cat and Dana

Agenda- all were in favor of accepting the agenda with no changes

Minutes from February Meeting-Cat made a motion to accept the minutes from the meeting and Amy seconded it and all were in favor. Motion was carried

OLD BUSINESS:

Promotions: Alex is still working on the sticker design and should have something soon for us to look at. She is going to get Darlene to print our promotion for clinics in the newsletter again.

JOBS:

Social media-Alex Johnston

Pay Pal-Catherine Kendall

Promotions- Alex Johnston

Advertising-Mikayla Murphy

Web-site-Amy working with Tracy to update it

Newsletter-Darlene Turner and Amy Bell

NEW BUSINESS:

Newsletter-costs and numbers-

Gordon to put a reminder to people to pay their membership or newsletter will not be sent to them any more. As our costs have doubled and we can not afford to send newsletters to non-members.

Dana to contact Banks Printing and find out information about cost per copy. Why costs went up so much and if we can change the amount of copies we need without a penalty. What is the cost per copy?

We have decided to allow members only to send in registered horse ads with pictures in the business card size for free. They must be paid up members and the horses must be registered. No rescue or non-purebred horses allowed. This will be for the web-site ads. If a bigger ad is wanted there will be a cost.

How to attract younger members

There is a Junior membership price and we will have to advertise this in the newsletter so that people might get a membership for their children or grandchildren to get them more interested in the breed. We want members to send pictures for the web-site and newsletter with their children or grandchildren interacting with their horses.

Next meeting date: Tuesday May 14/19 at 7:00 pm Alberta time

Cat made a motion to adjourn the meeting at 7:54 and Amy seconded it and all were in favor.