

## May 9, 2011 NFHR Board Meeting

Meeting convened at 6:00 MST. All board members, Jeanne Poirier and Nancy Newport present.

Executive Director's Report: Nancy reported that everything is going well, there are some new items in the marketplace and the e-bay store is up, she's deposited \$10,000.00 in to the new savings account and the FHI annual dues have been paid.

Registrar's Report: Total membership year to date is down 19% from total 2010 membership, transfers are down 26% and registrations are down 7%. Total memberships as of 5/9/11: 766, total transfers: 80 and total registrations: 42. Sue pointed out that registrations will probably pick up over the summer, when people start to register this year's foals.

Treasurer's Report: Teressa sent a detailed report before the meeting, noting that, "we have made some significant progress in improving our financial position." For example, the NFHR Operations category is almost \$10,000, or 28%, less than for the same period YTD in 2010. Some of this could be a difference in timing of expenses but it is taking us in the right direction. As well, thanks in large part to Ardeth, our annual face to face meeting expense was almost half of the 2010 expense – savings of about \$4,000. Teressa also noted that educational items haven't been selling well and suggested we keep that in mind as we decide where to spend money. Nancy submitted the Balance Sheet as of May 8, 2011, including a US Bank Balance of 24,650.46 and US Bank Money Market savings account balance of \$10,000.00 as well as the CD still in Bank of America of \$15,465.74.

### Email motions made since the last meeting:

Howard made a motion to give Beth Beymer the discretion on whether to revise the letter to the FHI and on whether to deliver it verbally, in writing, or at all. Motion seconded by Beth German, approved.

Agreed to nominate Beth Beymer and Phil Odden to the FHI committee.

Ardeth made a motion to add \$1000 to the budget for brochures, Kathleen seconded, motion approved.

Ardeth made a motion to approve the Face to Face minutes, Teressa seconded; John abstained as he was not at the meeting, motion approved. Agreed to have Nancy consolidate these minutes for publishing in the Herald.

Teressa moved for ratification of these motions, Ardeth seconded the motion, carried unanimously.

### Committee Reports:

Election: Howard reminded the BoD that nominations open on July 15<sup>th</sup> and we need to be thinking of and recruiting potential candidates. Nominations close September 1<sup>st</sup>.

Evaluation Committee: Sue reported on Sophie Fiedler's work on organizing a one day evaluation to be held in Cedar Rapids Iowa. Jeff noted that Carol Boehm of the CFHA has resigned from the joint NFHR – CFHA Evaluation Committee. Discussion was held regarding the joint committee and the need for the NFHR Evaluation Committee to also conduct separate meetings relating to NFHR evaluation business as distinct from the efforts of the joint committee to use the NFHR evaluation system in Canadian evaluation. Discussion was held on joint operating costs and the committee was asked to make a recommendation to the BoD.

FHI: Beth reported that Beth Beymer was returning from Norway tonight and that she (Beth G) would talk with her (Beth B) to obtain information about the FHI meeting to report to the next BoD meeting.

Finance: Teressa referred to the Treasurer's report.

Herald: Howard mentioned that he had just received the new issue, featuring Wendy Kipple, a policewoman in Colorado on her fjord. Howard also mentioned the need to get more advertisers.

MOPE (membership, outreach, promotion and education): Ardeth mentioned that the recent WHIP issue included an article by Francine Arrington about the presentation at the NFHR educational forum last January. The BoD discussed the possibility of having new brochures designed and printed. Kathleen suggested reprinting the same brochures but correcting the contact information, Jeanne suggested having a brochure on the website that could be printed by those who want brochures. Apparently NFHR no longer has the original artwork from the previous brochures so it would be difficult to correct them. It was decided that stickers with the correct information could be put on the brochures in stock and that having an online printable brochure available would also be a good idea. Jeanne will work on a draft. Bill reported that he has found a lot of information on display boards, for which there are numerous options. He encouraged all MOPE members to visit various websites to get an idea of the possibilities so that MOPE can make a recommendation to the BoD. Bill also mentioned that the BoD will have to decide who will create the graphics for the display board.

Recognition and Awards: Howard reported that Elsa has shipped five carved awards to Anne Crandall; two of the awards will be sent to recipients right away. Jeanne mentioned questions she had received from a member who had earned an award. Jeanne and Nancy will work with Anne to contact the member. Jeanne will also review the award information on the website and make any necessary corrections. Ardeth suggested having a driving award based on participation in a certain number of driving events or shows. She will discuss the issue with MOPE and make a recommendation to the Board.

Youth: Bill reported that the youth facebook page was chugging along.

Website/Marketplace: Jeff mentioned that the website is doing well, receiving about 1000 hits each month, 233 this week.

#### Old Business:

2012 Forum: Sue reported on information she had received from the Leatherdale Center, near the Twin Cities. Sue, Kathy Johnson, and Linda Syverson-Kerr visited the facility, the managers seem very accommodating. Teresa moved that Sue followup with the facility to determine specific available dates. Beth seconded, the motion carried unanimously.

Youth Memberships: Jeff will coordinate with Nancy to prepare a letter to go to each club.

Fjord Foundation: Teresa will contact Neil Sorum to see if she can help expedite the process of getting the charter documents to an attorney who can help process the application. She reminded the BoD that the Foundation is a separate entity.

Demographic Survey: Bill received suggested questions and will prepare the draft survey.

NFHR Evaluation Coordinator job description: Nancy and Sue will work on this.

#### New Business:

Advertising Rates : Howard submitted a recommendation that allowed advertisers, on the anniversary of their advertising subscription, to renew for a package of print and electronic media, at a 10% discount. Teresa made a motion to approve Howard's recommendation. Beth seconded the motion; carried unanimously.

Midwest Evaluation: Sue made a motion that the BoD approve the Midwest Evaluation to be held in Cedar Rapids, Iowa, subject to sufficient entries. Teresa seconded the motion, it carried unanimously.

The meeting adjourned at 8:30 MST.