

**NFHA BOARD OF DIRECTORS  
MEETING MINUTES  
September 5, 2024**

**CALL MEETING TO ORDER:** Angela at 8:00pm (Eastern)

**ROLL CALL:** Angela Miller, Initial President  
Maria Meister, Initial Treasurer  
Curtis Pierce, Initial Secretary  
Tricia Albrecht (Excused)  
Margaret Bogie  
Lee Hardin  
Denice Klinger (Absent)  
Lisa Otten  
Carrie Reavis  
Emmalyn York

**PREVIOUS MINUTES:** The previous meeting minutes for the June 6, 2024, meeting was approved by email.

**FINANCIAL REPORT:** Attached.

**OLD BUSINESS:**

- Website: Margaret reported that the NFHA website has been moved to Wix. The new server is more flexible. The awards forms and farm and stallion directories have been added. Margaret asked when the new website can be announced. The consensus is now.
- Membership Meeting: Set for Sep 26 at 8:00pm (Eastern). Curt will develop an agenda. Need to start advertising the meeting.

**NEW BUSINESS/ADDITIONAL ITEMS:**

- Committee's Purpose, Objectives, Plans and Budgets.
  - Advertising and Promotions – Margaret reported that this committee is on hold.
  - Audit – Maria reported that there is nothing to report at this time.
  - Awards – Lee reviewed the report (attached).
  - Communications – Report attached. Lisa presented her communications planning recommendations.
  - Education – Lisa reported that she is just getting started on the committee.
  - Elections – Margaret reported that the committee has been meeting. They are planning February elections for the board of directors. (see attached report)
  - Events – No report at this time.
  - Finance - No report at this time.
  - Fundraising – Tricia Albrecht has just volunteered to chair this committee.
  - Membership – Carrie reported that she is talking to a few people about joining the committee. The primary goal is to get Founding Members to renew for 2025. They will also continue to get new members but will concentrate on the effort after Oct 1 until early June. They are looking at membership “gifts” and incentives.
  - Programs – Curtis reported that he is working on supporting the committees under Programs.
  - Publications and Social Media - Margaret reported that this committee is on hold.

- Website – Emmalyn reviewed the report (attached). They are continuing to make the website more user friendly, fine-tune SEO (search engine optimization) for easy access to site, and collect statistics on the site.

**NEXT MEETING:** Sep 17, 2024, at 8:00pm (Eastern).

**Adjournment.** 9:30pm (Eastern).

Respectfully submitted,

Curt Pierce  
Secretary

Attachment 1: NFHA Finance Report dated 8/23/2024 (will be attached to the final version of these minutes.)

Attachment 2: NFHA Bank Statement 7/31/2024 (will be attached to the final version of these minutes.)

Attachment 3: Awards Committee Report

Attachment 4: Communications Committee Report

Attachment 5: Elections Committee Report

Attachment 6: Website Committee Report

Attachment 7: Lisa's Presentation

8:52 AM

08/23/24

Accrual Basis

**Norwegian Fjord Horse Alliance, Inc**  
**Profit & Loss**  
**January through July 2024**

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	Jan - Jul 24
Ordinary Income/Expense	
Income	
Donations	3,705.00
Program Income	
Membership Dues	3,700.00
Total Program Income	3,700.00
Total Income	7,405.00
Expense	
Business Expenses	
Business Registration Fees	275.00
Dues to other organizations	240.00
Total Business Expenses	515.00
Contract Services	
Outside Contract Services	1,180.00
Total Contract Services	1,180.00
Merchant Fee	217.81
Operations	
Supplies	72.94
Total Operations	72.94
Total Expense	1,985.75
Net Ordinary Income	5,419.25
Net Income	5,419.25

Norwegian Fjord Horse Alliance, Inc  
Balance Sheet  
As of July 31, 2024

	Jul 31, 24
ASSETS	
Current Assets	
Checking/Savings	
People's Bank	5,419.25
Total Checking/Savings	5,419.25
Total Current Assets	5,419.25
TOTAL ASSETS	5,419.25
LIABILITIES & EQUITY	
Equity	
Net Income	5,419.25
Total Equity	5,419.25
TOTAL LIABILITIES & EQUITY	5,419.25

## FINANCIAL SERVICES STATEMENT

People's BANK

We put people first.

NORWEGIAN FJORD HORSE ALLIANCE INC  
779 MILLER ISLAND RD  
KLAMATH FALLS OR 97603-9533



Statement Date: 07/31/2024

Account No.:

\*\*\*\*\*9566 Page: 1

**BUSINESS FREEDOM SUMMARY**

Type : REG Status : Active

Category	Number	Amount
Balance Forward From 06/28/24		5,323.05
Debits		0.00
Automatic Deposits	2	96.20+
Ending Balance On 07/31/24		5,419.25
Average Balance (Ledger)	5,364.71+	

**ALL CREDIT ACTIVITY**

Date	Description	Amount
07/03/24	STRIPE TRANSFER	28.83
07/24/24	STRIPE TRANSFER	67.37

**DAILY BALANCE SUMMARY**

Beginning Ledger Balance on 06/28/24 was 5,323.05

Date	Balance	Date	Balance	Date	Balance
07/03/24	5,351.88	07/24/24	5,419.25		

**This Statement Cycle Reflects 33 Days**

Direct Inquiries About Electronic Entries To:  
Phone: (541) 273-2717

End Statement 6/2861/1E

8:42 AM

08/23/24

**Norwegian Fjord Horse Alliance, Inc**  
**Reconciliation Summary**  
**People's Bank, Period Ending 07/31/2024**

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	<u>Jul 31, 24</u>
Beginning Balance	5,323.05
Cleared Transactions	
Deposits and Credits - 2 items	<u>96.20</u>
Total Cleared Transactions	<u>96.20</u>
Cleared Balance	<u><u>5,419.25</u></u>
Register Balance as of 07/31/2024	5,419.25
New Transactions	
Checks and Payments - 1 item	-500.00
Deposits and Credits - 2 items	<u>117.67</u>
Total New Transactions	<u>-382.33</u>
Ending Balance	<u><u>5,036.92</u></u>

8:42 AM

08/23/24

**Norwegian Fjord Horse Alliance, Inc**  
**Reconciliation Detail**  
**People's Bank, Period Ending 07/31/2024**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						5,323.05
<b>Cleared Transactions</b>						
<b>Deposits and Credits - 2 items</b>						
Transfer	07/03/2024			X	28.83	28.83
Transfer	07/24/2024			X	67.37	96.20
Total Deposits and Credits					96.20	96.20
Total Cleared Transactions					96.20	96.20
Cleared Balance					96.20	5,419.25
Register Balance as of 07/31/2024					96.20	5,419.25
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Check	08/06/2024	8004	Chelsie Taveras		-500.00	-500.00
Total Checks and Payments					-500.00	-500.00
<b>Deposits and Credits - 2 items</b>						
Deposit	08/06/2024				50.00	50.00
Transfer	08/16/2024				67.67	117.67
Total Deposits and Credits					117.67	117.67
Total New Transactions					-382.33	-382.33
<b>Ending Balance</b>					<b>-286.13</b>	<b>5,036.92</b>

### **Attachment 3 Awards Committee**

BOD liaison Curt Pierce

#### **Committee Members**

Sydney Fox

Lee Hardin - Chair

Wendy Luscombe, withdrawn

Sandi Pepper

Krista Ziegenfuss

Our goal is to offer a variety of awards so that anyone with a Fjord can take part.

The committee worked together very well and has produced several competitive and non-competitive awards for about every discipline we could think of. Each committee member will participate in some aspect of figuring out results, buying awards, and plans for 2025.

The process of adapting our documents/files to the new website and creation of scoring forms to help the collection of results is complete. Thank you, Margaret.

Multimedia promotion will hopefully begin by October.

For 2024 our best guess budget was \$1000 or less. After results are in and awards are purchased/mailed, a budget for 2025 will be explored.



**Attachment 4**  
**Communications Committee Report**

- Purpose and Objectives
- The Communication Committee shall be responsible for all Fjord Alliance communications to members and non-members, including email, social media and web site communication. The Communication Committee will determine the process and timeline in conjunction with other NFHA Committees to assure that communications are timely and accurate.
- 2024 Goals
  - Organize the committee and begin planning for a unified communication process.
  - Revise the initial web site.
- Committee Membership
  - Margaret Bogie, Lisa Otten, Emmalyn York
- 2024 Accomplishments
  - New NFHA web site in Wix that allows for seamless payment processing and electronic forms for NFHA programs
  - Communication review and approval process has been developed.
- Plans for the rest of the year
  - Promote new web site
  - Work with other NFHA Committees on their communications needs so that we have a unified communication
- Possible 2025 Goals
  - Possibly move from Constant Contact to Wix for email communications.
  - Make a communication calendar that will be repeatable for future years.
  - Consider how best to organize the Advertising/Promotion subcommittee and the Social Media subcommittee

## **Attachment 5**

### **Elections Committee Report**

- Purpose and Objectives
- The Election Committee shall be responsible for soliciting nominations and conducting the annual elections and elections to fill vacancies on the BoD, which occur between annual elections, including officers. The Election Committee will determine the process and timeline for collecting nominations, as well as the process for campaigning.
- 2024 Goals
  - Organize the committee and begin planning for the 2025 election
- Committee Membership
  - Margaret Bogie, Angela Miller, Maria Meister, Katelyn Smith and Josh Pepper
- 2024 Accomplishments
  - Held initial meeting and developed a schedule and process for elections.
  - Communication materials under development now.
- Plans for the rest of the year
  - Continue following the schedule to deliver an election in February, 2025
- Possible 2025 Goals
  - Review 2025 election. What worked? What could be improved? Make changes as needed.
  - Make elections a repeatable action for future years.

## **Attachment 6**

### **Website Committee Report**

- General Website Objectives
  - To accurately represent the organization online and provide accessible information
  - To provide a singular location for fillable forms, documents, and associated info
  - To encourage participation and membership
- 2024 Goals
  - To create and maintain a site that..
    - is easily navigated
    - provides necessary up-to-date information
    - serves a functional purpose
- 2024 Accomplishments
  - Website creation, then the re-development/re-structuring
- Plans for the rest of the year
  - Officially launch the new site when we see fit
  - Continue working through site
  - Polishing/updating site
- 2025 Goals
  - 2025 Goals
  - Streamline site for continued use
  - Increase regular traffic
    - fine-tune SEO (search engine optimization) for easy access to site
  - Continue updating/improving as we see fit

# Communication Process Meeting:

August 2024

- Welcome
- Background
- Communication Process draft
- Communication Plan draft
- Next steps
- Thank you!

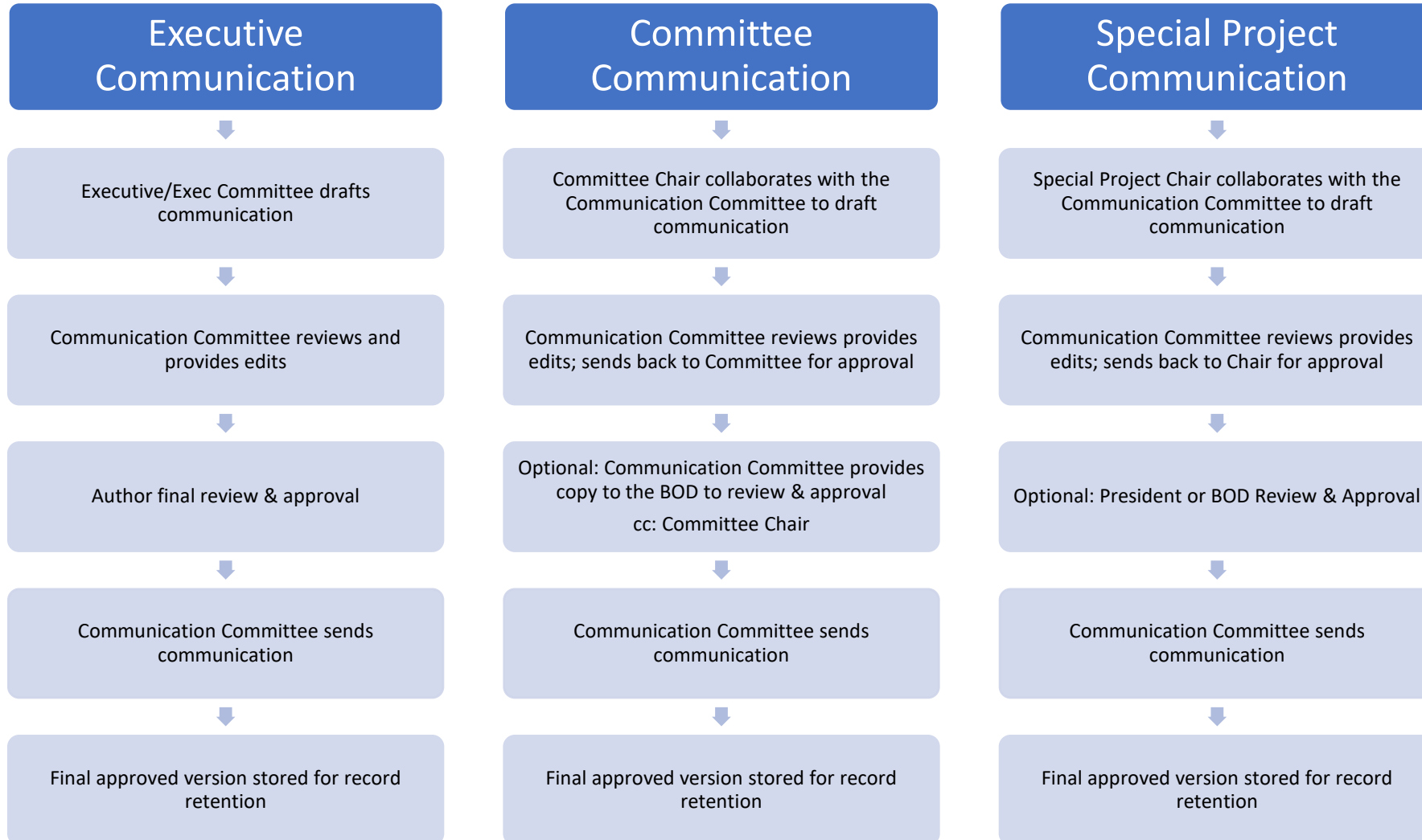


# Background:

- What benefits can a repeatable communication process and communication plan bring to the NFHA?
  - Enhanced collaboration, communication, trust and team spirit
  - A stronger ability to identify how to improve our processes
  - Improved team productivity
  - A greater occurrence of lessons learned with the team
  - An ability to prevent past mistakes from happening again
  - Outcome: Deepen members relationships



# Communication Process – aligned 9/5/24





# Communication Plan – draft for discussion

Status: Not Started, Draft, Review/Edit, Approved, Sent	Tactic: (Quarterly membership comms, Welcome, renewals, Survey	Key Content	Audience (Prospect or Member)	Distribution method (Constant Contact, email, Facebook, website)	Communication Owner (Executive, Committee, Special Project):	Publish Date:
In progress	Monthly membership campaign & drawing		Prospects	Facebook	Membership - Carrie	
In progress	Member welcome		Member	Email, CC, Facebook	Membership	
Not started	Founding member renewal		Member	email	Membership	
Not started	Membership renewal		Member	Email, CC, Facebook	Membership	
	Expo attendance		Prospects, members			
Not started	Non-profit status granted		Member	Email, CC, Facebook	Treasurer	
Not started	Year-end fundraising donation		Prospects, Members	Email, CC, Facebook	Treasurer	
In progress	Quarterly Constant Contact		Members	Email, website?	Communication	
In progress	Awards Sponsorship Requests		Prospects, Members	Facebook, phone calls	Awards	
Sent	2024 Awards Announcement		Members	Facebook	Awards	
Sent	Reminder to register Awards		Members	Facebook	Awards	
Not started	2024 Awards Winners Announcement		Members	Email, CC, Facebook, website	Awards	



## Next Steps:

[illegible]



Thank you!:

- Thank for your participation tonight and support to the NFHA!