



MWFHC Board Meeting Conference Call

Thursday, October 11, 2018 (8:00pm)

Attendance: Karen Hanson (Secr), Andrew Hinrichs (VP), Denny Redfield (Pres), Jessica Reuterskiold (Treas)

AGENDA

Topic/Item:	Who:
<p>Membership Survey Ready to go. Send out the survey with the membership renewal notice in mid November. US mail the survey with reminder of membership renewal for January. Follow-up second remind on membership renewal via email/facebook marketing and US mail to those who have not renewed and only communicate via US mail.</p>	<p>All</p>
<p>Spring Meeting Location around Illinois, eastern WI, Indiana. Choose dates that don't conflict with horse fairs: April 12-14, 2019 Midwest Horse Fair April 26-28, 2019 Minnesota Horse Expo May consider a 'social' event at regional horse fairs.</p> <p>Feedback- if you bring your fjord, have multiple sessions in the arena working the fjords- making it worth while. Full day of hands-on fjord activities on Sat. Meeting during lunch worked well. Sandwich bar was well received. See what the survey informs on topics. Draft focus if held in Indiana/Illinois area?</p>	<p>All</p>
<p>Insurance Membership Waiver- Education is the first step. Prepare a blurb on membership renewal, show entry forms, verbal statements at meetings, etc. Update website membership renewal form on web to have this blurb.</p>	
<p>Website Update Develop a plan for website refresh.</p> <ul style="list-style-type: none"> • Membership form submission with online renewal or new membership. • Pictures- photo gallery 	

<ul style="list-style-type: none"> • Easy navigation 	
Agenda Build for next meeting Thursday, November 15 at 8:00pm: <ul style="list-style-type: none"> • Membership Survey • Website Refresh • Spring Meeting 	

ACTION ITEMS:

WHO	WHAT	WHEN
Karen	Schedule next board conf call for Nov 15 or 14 (or Nov 8 or 7)	By Oct 20
Karen	Confirm Sarah's availability for next board call	By Oct 20
Jessica	Reach out to Krissy Baird re: Spring Mtg	By Nov Mtg
All	Review MWFHC website and note changes you would like to see; Review other websites for ideas.	By Nov Mtg
Andrew	Verbiage for member insurance coverage	By Nov Mtg

DECISIONS:
