Morgan Single Footing Assn.
September 2, 2009 Meeting Minutes

Present: Gary Gray, President; Brent Skidmore, Vice Pres.; Janet Hunter, Sec/Treas; Gary Seibert, Advisor; Kathleen Fisher, Advisor; Heidi Sutton, Web Master; Auggie DeSchepper, Advertising Specialist.

Introduction of all by Gary Gray.

#1- Newsletter: Vali Suddarth has resigned as newsletter editor. She will finish the September issue and get it published. Her and Jim will remain members. Ken stated he has a volunteer replacement, but hasn't gotten a commitment as yet.

#2 – Advisors: The following have agreed to become advisors with the understanding that responsibilities will be assigned and attendance at the teleconferences will be expected. Bruce Olson, American Fork, UT; Gary Seibert, Shelbyville, KY; Kathleen Fisher, Milledgeville, GA; Ken Thomas, Richfield, UT. Auggie DeSchepper, Polo, MO will be our Advertising Specialist.

#3 – Goals: Ken stated the number one goal is to increase our membership. Bruce Olson has agreed to take on this goal. He needs a current members list and old lists. Janet will see that he gets them. The question of how we obtain new members and regain members who have dropped out was proposed to the group. Brent stated we all need to include a club membership when we sell someone a gaited Morgan. Ken challenged all to bring six new members within a ninety-day period. All agreed they could do this. Exceptions were made for Heidi and Janet. They need to contact old members to see what the club could provide to renew their interest. Kathleen mentioned we need to be a source of information about gaited Morgans. We need to provide educational information, as well. Brent noted that this was mentioned on our "About MSFHA" page on our web site. She suggested we might follow up on all gaited sales in order to garner new members.

#4 – Web Site: Heidi has put a "new site" up which is on blog platform - HYPERLINK "http://gaitedmorgans.org/newsite/" http://gaitedmorgans.org/newsite/

With this site we can have multiple editors. News and events will be in "blog" form. An e-newsletter will pull the last five blog entries and plug them in. Gary S. mentioned it has been difficult with the old sites to pull wanted information from the member's list and that no email addressed are on the list. Heidi is adamantly against posting email address due to the unwanted spam issue. She stated this format will be much more user friendly.

All visited the site in order to give an opinion. It was voted to go with the new site. An announcement will be made that changes have been made. Gary S. inquired if a debit card from our bank could be obtained for the purpose of paying for the web site, etc. We also need to know who owns the url.

Gary S.asked when inquiries come to the web site who do they go to? Heidi said it was set up to go to the officers, web master and newsletter editor. How can these be made available to all? She will work on this.

#5 – Advertising: Ken believes that we should only advertise in gaited horse publications. Auggie stated the top ones are Trail Rider with 46,703 circulation and Trail Blazer with 35,907 circulation. Trail Rider is $2000 for a full page color ad, Trail Blazer is $890 for the same ad. He mentioned Equine Journal as another magazine with gaited horse articles. He stated he gets about 10-13 MSFHA farms to advertise in the group ads. It was suggested that we have a calendar on the web site for members to refer to for advertising dates. They could contact Auggie when they are interested in joining an upcoming group ad.

Closing: Gary stated that we all need to support one another. If there are any problems or complaints he wants to be notified immediately. Keep in mind we are all interested in promoting the gaited Morgan. The next meeting will be a week from Sunday – September 13th.

No other topics were raised. Meeting adjourned.

Respectfully submitted,

Janet Hunter, Secretary/Treasurer

** Let Gary Gray know if you have any additions or corrections to these minutes. gary_l_gray22@msn.com