

ApHC Marketing Committee Meeting–February 17, 2016

Attendance

Board Members: Mary Ann Page, David Johnson, Lesli Glen, Jim Jirkovsky, Lori Richards, Valerie Showalter, Dena Raggio, Leslie Foxvog, Lynette Thompson

Staff: Ashleigh Brown, Steve Taylor

Ashleigh gave an overview of the current projects in progress by the ApHC Marketing Department. The 2016 Media Kit has been redesigned and is on the website. Sponsorship forms will be available once the schedule is finalized. A new all-encompassing general brochure is currently being designed and we are working on designing a brand new information display for the ApHC. We are working on sponsor renewals and actively seeking new potential sponsors. The committee is encouraged to share any potential contacts. The marketing department is also working to sell sponsorships for this year's ANCER ride which will be a collaborative effort with the Arabian Horse Association. If the committee knows of anyone who may be interested in sponsoring this year's ride, they are encouraged to send their information to Ashleigh.

It was asked if all vendors could have signage on the arena walls or decals be made available for sale instead of farm flags. Currently, wall banners are not allowed along arena walls due to safety concerns, so logos in the arena must be adhesive or painted. At this time, arena wall decals are a benefit that is only received by the higher level corporate sponsors. This is due to the high cost associated with decals.

The committee discussed the development of a cell phone app. They will continue work on options and bring ideas forward. Once an outline for the app has been created, the concept will be presented to a member who has expressed interest in assisting with the development a mobile app for the club.

Spotlight Interviews

Interviews conducted at the World Show were a point of discussion. Mary Ann provided the committee with a list of potential questions to be asked and suggested that a station be set up during designated hours. Jim suggested that some interviews be scripted while others not. Some of the AYA directors have expressed interest in helping with the project. The committee plans to continue work on designing a platform for this year's interviews.

It was suggested that interviews be conducted at the Chief Joseph Trail Ride with a lot of positive feedback. Lori Richards will continue to work along with the committee on this.

This was also seen as a potential benefit for regional clubs as online videos and social media are a great way to gain exposure and recognize members. The committee plans to continue work on this in hopes of creating a model that can be used for all members.

Dana Hughbanks will continue to lend her expertise to assist us in promotional endeavors. She be invited to the next meeting to present some ideas for membership drives as well as promotional videos for ApHC events.

Lesli Glen suggested implementing an ambassador program to recognize people who are participate in public events to promote the breed. The program would have four levels and individuals would be recognized based on points. This was well received and she is working on a proposal to present to the board.

Lynette gave some background information to the committee about the Appaloosa Museum. She asked if we could include some information from the Appaloosa Museum in Exhibitor and Trail Ride packets. She will work

with Ashleigh to get this coordinated. Ashleigh will check with IT to see if it would be possible to add a museum donation option to the online membership page on the website.

The ApHC Facebook will also work to share more posts from the Appaloosa Museum to help generate interest and promote them in the newsletter.

Mary Ann plans to schedule another meeting in a few weeks to continue discussion.

Meeting was adjourned.