

ApHC Membership Committee Meeting – February 15, 2017

Attendance

Board Members: Terie Clark, Mary Ann Page, David Johnson, Sean Schembri, Dena Raggio, Tom Hodges, Megan Disselkoen

Staff: Steve Taylor, Lauren McCleary, Sandra Rumney

Committee Chair, Terie Clark, opened the discussion by asking Directors what responses they have been hearing about why people are /are not members of the ApHC?

-One of the main responses is that people are not showing and registering horses as often as they were in the past and that ApHC doesn't have much to offer them if they aren't doing those things.

The Committee went on to discuss what is the "value" of a membership to the ApHC? What do people want out of a membership? Ideas brought forward included:

- Revamping the ACAAP program. Give ACAAP members more recognition and make website navigation easier.
- Inexpensive giveaway for each new or renewing member. Welcome packet?
- Discount for all first time members.
- More levels of membership so that people can choose what is most relevant to them.
 - Limited memberships available to include short subscription to Journal?
 - Would not want low options to make the Journal loose distribution.
- Youth member sponsorship option.
- Allow non-registered Appaloosas on Chief Joseph Trail ride.
- Reach out to Barrel and Trail riders

Other recommendations for possible membership restructure:

- Change renewal date to January 1st or 2nd
- People who share ownership of horses and are not related have to buy new membership
- Farms/Ranches have to have their own membership

Suggested to look into Federal Agriculture Grants that could allow the Club more flexibility to promote the Horse way of life.

Action to be taken: Steve Taylor will compile list of Membership Discussion Points. Each Director will rank their top five. A scoring system will be used to determine the top 3 priorities for Board consideration.

Meeting was adjourned.