



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Marketing Committee Conference Call Meeting Minutes

March 14, 2018

4:00 p.m. PT

Roll Call was taken.

- Members present for all or part of the call include: Mary Ann Page, Paula Gatewood, Kevin Griner, Ray Burchett,
- Members absent from the call include: Sean Schembri
- Also present: Tom Hodges, Steve Taylor, Sandra Rumney, Lauren McCleary

Mary Ann Page had Marketing Director, Sandra Rumney, begin the meeting with a department overview of recent projects.

- Sponsorship forms are on the web including Ranch Horse Sponsorship Program
- New website design in the works. It will take time to do in house.
- Great social media response to the Chief Joseph Trail video recently posted.
- Regular email blasts and daily tasks
- Looking for sponsors to help with 80th Anniversary celebrations at both shows
- Member Spotlights have been a big hit and everyone agrees they are important to continue.

The group was please that the website will get a facelift. The website data will not be effected, but a new look will make it easier to navigate and communicate that we are a forward moving equine association.

A suggestion was made to have video interviews of winners at the shows, and have it done in a professional way. Mary Ann will look into potentially getting help from the University in Fort Worth.

Kevin Griner brought up questions about sponsorship levels. Rumney agreed that they should be reviewed.

The group agreed Horse Expos are a great outreach opportunity. The office previously would send out banners for Regional Clubs to set up at Expos, but ran into issue getting them returned.

Motion to adjourn: Ray Burchett, seconded by Paula Gatewood.