



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Membership Committee Conference Call Meeting Minutes

March 22, 2018

3:00 p.m. PT

Roll Call was taken.

- Members present for all or part of the call include: Ray Burchett, Kevin Griner, Wiebe Lise
- Members absent from the call include: Sean Schembri
- Also present: Tom Hodges, Steve Taylor

Burchett called the meeting to order as Chairman Ready was on the side of the road somewhere. General discussion topics below:

Expos

- How do we encourage regional clubs to participate in expos and other trade shows?
- Can we develop an affordable incentive program?
- It may also be necessary to revive the “deposit program” so that display banners will be returned to ApHC.

When budget allows, we have an existing policy of providing cost-share funds for regional clubs to help pay for booth space (unfortunately, we seldom have the budget).

Membership Campaign

- Reduced rate for “older” members buying a lifetime membership?
- Buy one, get one at a reduced rate?
- Reduced rate for non-show members?
- Specific reduced rate for ACAAP participants?
- Membership categories on a graduated scale such as basic to “premium?”

Meeting was adjourned by unanimous vote.