



# APPALOOSA HORSE CLUB EST. 1938

*The International Breed Registry for Appaloosa Horses*

## **Planning and Review Committee Conference Call**

March 20, 2019

10:00 am PT

Roll Call was taken.

- Members present for all or part of the call include: Megan Disselkoen, Kevin Griner, Ken Johnson, Tom Hodges, Luke Northway, Ray Burchett
- Members absent from the call include:
- Also present: Dena Raggio, Steve Taylor, Lauren McCleary

Business

1. By-Law Review: Tabled

2. Review of responses by Directors and Staff ranking top ten priorities. Of the 9 responses the results were as follows:

**Score of 59: Membership** (to include youth, maintenance of and recruitment of)

**Score of 43: Customer Service** (to include making processes easier i.e. Transfers, Registrations, eliminating barriers to participation.)

**Score of 36: Balance Budget** (without incentive dollars)

**Score of 31: Information Technology** (includes updating website)

**Score of 21: Revenue Production** (to include; Grant Funding/Sponsorship/Donations/Programs)

**Score of 13: Building Use** (rent vs. own/also renting space of bldg.)

**Score of 12: International Market**

**Score of 9: Program Review**

Discussion followed on strategies:

- Create excitement about programs (existing and new)
- Find new ways to advertise
- New Website is essential: Funds are being directed for website development in 2019
- Keep looking for efficiencies
- Track renewals and implement more ways to reach lapsed members
- All suggestions need to be presented with balanced budget in mind
- Have all Committee Chairs submit 2 ideas on ways to increase membership



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Planning and Review Committee will lead a brainstorming session at the April BOD meeting on processes to obtain Values/Goals/Objectives. The top four to focus on being:

**Membership, Balancing the Budget, Customer Service, IT**

Meeting Adjourned.

*Meeting Minutes created by Lauren McCleary, Executive Assistant*