



# APPALOOSA HORSE CLUB EST. 1938

*The International Breed Registry for Appaloosa Horses*

## Planning and Review Committee Conference Call

May 13, 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, Kristen Reiter, Leslie Foxvog, Lauren McCleary

Business

### 1. Strategic Planning

A. Discussion on diagram put together using contributions from Griner, Northway, and Disselkoen

- Four objectives agreed upon during April BOD meeting: Customer Service, Balanced Budget, Membership, Information Technology
- Objectives leading to Goals of Improving Customer Service and Increasing Working Capital
  - Discussion on possibility of sharing services with other color breeds. The group agreed to look into this further.
  - Griner referenced 2014 membership survey that 60% of members thought positively of partnering services.
- Discussion regarding bringing in a third party to guide the Strategic Plan process. The group agreed to seek third party guide, but not at a cost to the Club.

K. Johnson expressed a need for a new membership level, potentially called “Heritage Member” that would allow a person to support the breed even if they are not participating in ApHC programs. It could be a stepping stone to regular membership.

- Discussion on past proposals of similar membership proposals brought to the Board. Previous hurdles included Oregon Bylaws and voting rights for members.
- Membership and Marketing Committee will work on a new proposal.

### 2. Bylaw Review

A. Ken Johnson made Motion to send the following Bylaw amendment to the Rules Committee:

#### **Article III**

##### **Meeting of Members**

**Section 1. Annual Meeting. An annual meeting of the members shall be held in conjunction with the National Appaloosa Horse Show at a time and date during June, July, or August of each year as determined by the Board of Directors.**

- Points of discussion included
  - Making the Annual Meeting more accessible to members
  - Possible teleconference options



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- Northway requested unnecessary hyphens be taken out of Bylaw text

The next meeting will be Monday, May 20<sup>th</sup> at 10:00 am. The group will continue Strategic Planning and Bylaw review.

Meeting Adjourned.

*Meeting Minutes created by Lauren McCleary, Executive Assistant*