

Minutes

Committee Members Present: Kristen Reiter (Chairperson), Luke Northway, Tom Hodges
ApHC Staff Present: Lynette Thompson, Cynthia Sandford
Committee Members Absent: Megan Disselkoen, Kevin Griner, Christina Ottersbach

Continued discussion of the following:

Point Fees: Lynette indicated the fee cover a variety of costs at the ApHC main office.

Request was made to provide members more transparent communication regarding where the money goes and how it is used.

Regional Clubs engagement and involvement:

From the September 16, 2019 meeting, a reiteration of the difficulty in engaging the Regional Clubs and generating more involvement was discussed. "The club would benefit from new ideas to help build the clubs and strengthen the bond between the Regional Clubs and the ApHC."

Ideas discussed today:

- Create online resources in the Regional Club portal, including providing options for meetings such as teleconference, zoom, chat rooms, Facebook groups, etc.
- Update resources on the Regional Club page at appaloosa.com, providing current links to all important documents and information needed/used by the regional clubs. This would also include step by step guidelines for ApHC requirements for all events sponsored by the regional clubs to assist them in planning and complying with required components.
- Bring back regional club column in the journal to aid in re-gaining club participation. Discussion on a need for more personal outreach to the regional clubs to encourage their participation in showcasing their club and sharing that information. Discussion also included the possibility of a Regional Club Newsletter option. Lynette will discuss possibilities with Dana and get back to the committee.
- Need to update brochures with accurate information and pricing.

Lynette also indicated that the website is currently being worked on with an anticipated roll-out January 1, including making documents more easily accessible on the site.