

**APPALOOSA HORSE CLUB  
MARKETING/MEMBERSHIP COMMITTEE MEETING MINUTES  
OF March 1, 2021 4:00 p.m. PST**

Committee members present: Kristen Reiter, Ken Johnson, Heather Bottoms, Mary Ann Page, Melissa Wilhelm

Not present: Lindsey Ardmore, Kelly Ross

Also present: Deb Dyer, Hanna Carissa, Dana Russell, Lori Wunderlich, Ray Burchett, Lynette Thompson

Members of the committee were reminded by Executive Secretary Lynette Thompson that they will need to sign the ApHC Committee member NDA in order to stay a member of an ApHC committee.

Kristen reminded the committee that the Appaloosa Journal is in its 75<sup>th</sup> year of existence.

Ideas on many subjects were discussed. These included;

Membership recruitment and ideas of where those opportunities lie

Everyday Appaloosa owners, barrel racing, roping, ranch horse, the parent population, regional clubs, ApHC shows offering non ApHC classes, Non-Appaloosa shows, youth outside the ApHC in organizations such as 4-H and FFA

How to fund membership recruitment was discussed. The ApHC needs to put funds in the marketing budget.

How to help ApHC breeders was discussed. Lynette will share the idea of a Stallion Alley at the sponsored shows with the Breeders committee.

Videos for the ApHC YouTube channel were discussed. Having some participants have GoPro cameras on their persons or horses at events.

Look at ways for members to support ApHC events in ways other than sponsorships, Fun events perhaps.

Have more affordable sponsorships for events that everyday people and people and entities outside the horse industry will support.

Next meeting April 5, 2021 at 4 pm Pacific daylight time.

Meeting adjourned at 9:00 a.m. PST