



A M E R I C A N P A I N T
H O R S E A S S O C I A T I O N

Equestrian Experience Advisory Committee
Convention Meeting
Saturday, February 29, 2020
Minutes

1. Roll call – The following individuals were present David Ruby, NV; Lisa LaPlace, CA; Marilyn Novat, NM; Nancy Olson, TX; Gayl Russell, MT; Ronny Stallings, TX; EC Liaison, David Lands, VA, and visitors Shannon O’Dell, WA; Leah Strazzieri, NY; Helena Ryan, IR; Craig Wood, KY; and Annette McCloskey, TX. APHA staff, Cindy Grier, was also present.
2. Business:

The committee discussed the options for the Youth and Open/Amateur World Shows at the request of the Executive Committee. The committee agreed upon the following recommendation: Combine the Youth and Open/Amateur Championship shows in the fall with youth classes to be scheduled in a block and to also offer a classroom/tutor opportunity for youth in attendance.

The committee also discussed the qualifying requirements for the Open/Amateur World Championship Show and recommend leaving the qualifying requirements as currently provided, but to redirect the ‘buy-in’ fees to the Regional Club shows.

A motion by Marilyn Novat, seconded by Lisa LaPlace, to recommend to the Executive Committee the following recommendations for the PAC program:

- Add international awards to the PAC flyer
- Add a brand/link to promotions on Instagram and Facebook
- Add a ‘click-through’ link on the APHA homepage

There being no further business, the meeting adjourned at 3:38pm

Addendum:

After review, as these are all promotional activities, no Board of Director’s approval is needed. They will, instead, be considered by the APHA Marketing Department. The department is aware that your intent is to do what can be done now to help increase participation in the program for 2020 by eliminating layers and making it easier for people to instantly connect with the program. Your suggestions will certainly be considered.

We encourage you to continue with your discussions on possible revisions to the program for 2021 to help the program be financially sound. Please keep in mind that the target set for any suggested revisions in September 2020.



Equestrian Experience Advisory Committee
May 5, 2020
Minutes

Called to order at 7:04 PM

3. Roll call

- Lisa LaPlace
- David Ruby
- Jamie Gross
- Paula Mullins
- Marilyn Novat
- Heather Pelletier
- Gayl Russell
- Leah Struzzieri
- Dave Wiggin
- Craig Wood
- Leigh Ann Skurupey
- Staff liaison, Cindy Grier

4. Business

Old business

- Convention Minutes
 - Motion to approve made by Lisa LaPlace, seconded by Leah Struzzieri. Motion carried.

New Business

- A. Task force subcommittees assigned to review the PAC program categories and suggest ways to condense and/or modify. A follow-up meeting was scheduled for Monday, May 11 for review.

OTHER discussion:

- Additional promotion of PAC on the APHA website

- Possibility of collaborating with Long Range Planning on including PAC with the Contender Series and/or e-shows
- Acknowledgement letter for PAC enrollment to include horses name
- Ensuring that international recognition is also being promoted

There being no further business, the meeting adjourned at 7:51 PM