

**Marketing & Membership Services Committee Agenda
2021 Convention
San Antonio, Texas**

1. Welcome by Chair
2. Committee guidelines
3. Meeting protocol
4. Member review of and comments on agenda items
5. Nominations for Committee Chair (Saturday)

Agenda items for discussion only:

7. A Year-In-Review
 - a. AQHA Highlights
 - b. Membership Marketing
8. AQHA project updates
 - a. 2021 Membership Marketing Playbook
 - b. Social Media Overview
 - c. Media Kit & Digital Asset Monetization
 - d. Bison Union Coffee/AQHA Partnership
 - e. Corporate Partner and Sponsor Update
 - f. AQHA.com Changes
 - g. On-Site Member Services
 - h. Gold Globe Report
 - i. QStallions Refresh
9. Task force updates
 - a. Examine a discounted fee or rewards program for AQHA members doing a certain volume of business
10. Discussion on adding member benefits to current membership types versus creating tiered membership options.
11. AQHYA/youth discussion and presentation from AQHYA representative

Closing Business

12. Election of Committee Chair
13. Adjourn