

TTA Board of Directors Conference Call Meeting
February 7, 2014 8:00 a.m.

The meeting was called to order by President Ken Carson and the roll was called with the following directors participating: Adams, Adger, Asmussen, Bradfield, Carson, Few, Hartis, Martinez, Penn, Rich, Shifflett, Stephens, Tracy, Wiggins and Witt, as well as TTA Executive Director Mary Ruyle. Directors Hessee, Huntsinger, Leckinger, Maikranz, Milligan and Vardeman were absent. A quorum was participating.

Director Martinez reviewed the details of the Marketing/Sponsorship Committee recommendation for a social membership and media proposal involving the following action items:

- Objective – Increase awareness, participation and membership
- TTA Social Membership
 - Create a free membership with benefits such as the TTA e-newsletter, Class 1 track discounts, monthly prize drawings, participation in Winner's Circle presentations.
- Social Media
 - Begin an active campaign leveraging low-cost methods (FaceBook, Twitter, Email, etc.) to communicate with members and prospective members to promote the industry.
- Vocus
 - Purchase/subscribe to a tool to manage social media channels – Vocus helps determine target audience and measure audience response, by capturing and reporting demographics of followers
 - Subscription cost of \$3600 annually
 - Tenets: Attract and Engage, Capture and Keep, Measure and Improve
- Management and Timeframe
 - Initial day-to-day management by Mary Ruyle
 - Use of volunteer or intern to assist with compiling information for Ruyle's approval prior to posting
 - Rollout by May 3, 2014 (Kentucky Derby Day)

Director Martinez stated that he will be meeting with Class 1 track representatives to discuss collaborating to achieve optimum results.

Other ideas presented to showcase the industry include:

- Farm tours, to be followed by bus trips to the racetrack;

- Backside tours of the racetracks: meet a trainer, meet a horse, meet a jockey; entry to the saddling paddock, participation in Winner's Circle photos
- Visits to training centers
- Horse fairs at tracks or other venues with exhibit booths for vendors, riding groups, rescue groups, 4H clubs, etc.

Ruyle advised that although the budget does not provide for this expenditure, revenue from the sale of donated stallion seasons is currently \$4,000 more than budgeted.

Director Adger made a motion to allocate up to \$5,000 for a subscription, training and implementation of the Vocus management tool. Director Tracy seconded and the motion carried unanimously among those participating and voting.

With no further business, the meeting adjourned at 8:40 a.m.