

**Marketing & Membership Services Committee Agenda
2020 Convention
Las Vegas, Nevada**

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. 2019 AQHA Membership Marketing Year-In-Review
8. AQHA project updates
 - a. AQHA Dashboard
 - b. Membership Touchpoints - Inventory and Analysis
9. Task force updates
 - a. Examine a discounted fee or rewards program for AQHA members doing a certain volume of business
 - b. AQHYA Alumni and Young Adult Joint Task Force (Amateur, Marketing & Membership, Youth)
10. Tiered Membership Concept – Next Steps Discussion & Planning

Closing Business

11. Adjourn