

The Marketing and Communications Committee was called to order at 5 p.m. by Co-Chair Jim Miller. He and Co-Chair Ashley Tetrick made introductory remarks before turning the agenda over to USTA Director of Marketing and Communications Dan Leary.

1. Roll was taken by Dan Leary. Committee Members present were: co-chairpersons Jim Miller and Ashley Tetrick, and Chris Antonacci, Barry Brown, Joe Frasure, Kevin Greenfield, Donald Hoovler, Rick Kane, Michael Kimelman, Chris McErlean, Bob Miecuna, Stephen O'Toole, Scott Peine, Dr. Tim Powers, Jason Roth, Jason Settlemoir, Dein Spriggs, and Mike Torcello.

The following agenda items were presented at the meeting.

2. **USTA Communications Social Media Presentation**

The USTA social media team of Dan Leary, Kyle Creditt and Wendy Ross presented the recap of the team's efforts and results during 2022. Two other members of the team, Rich Johnston and Mark Hall, were busy during the meeting shooting videos and photos, respectively. The presentation discussed the USTA seven social media platforms – Facebook (ustrotting and HarnessRacingFanZone), Twitter (ustrotting and HarnessRacingFanZone), Instagram (HarnessRacingFanZone), YouTube (ustrotting) and the newest platform, TikTok (ustrotting.com), which was launched in late July 2022. Video highlights demonstrated the team's emphasis on immediacy, targeting new audiences, focus on life after racing, use of technology, and increased utilization of social media graphics. The team reported on the significant increases in impressions, engagements, video views, and audience growth across all platforms with a significant milestone achievement of 893,000 views on Facebook of a single Bulldog Hanover video. At the conclusion of the presentation, Miller made a motion to make a recommendation to the Finance Committee to increase the Social Media marketing budget to \$10,000 that was passed unanimously by the committee.

3. **Broadcast Funding Requests from Racetracks, Horsemen's Associations and Internet Media Entities**

The social media presentation was followed by a summary by co-chair Jim Miller on the 13 broadcast funding requests the USTA received from racetracks, horsemen's associations and internet media entities. The requests involved coverage on national broadcast media (Fox Sports), local broadcast media (CBS local), livestream broadcasters and podcasters. Miller made a motion to approve his recommendation to the finance committee of providing funding in the amount of \$105,000 with differing amounts for the 14 applicants and \$20,000 to be added for a total of \$125,000 for potential, additional requests later in the year. It was approved unanimously by the committee.

4. **Harnessracing.com**

Dan Leary did a presentation of the development of the new harnessracing.com website. The project has been directed by the Electronic Media Committee co-chaired by Mark Loewe and Ashley Tetrick with members Chris Antonacci, Chris McErlean, Jim Miller, Seth Rosenfeld, Jason Settlemoir, Jim Simpson, and Gabe Wand. The committee has participated in a survey and Zoom calls to provide valuable input and feedback over the past year.

After questions and discussion of some of the agenda topics, the meeting was adjourned at 6:44 p.m.