

MARYLAND HORSE INDUSTRY BOARD
MARKETING COMMITTEE
MEETING AGENDA
Tuesday, February 21, 2012

Meeting held at Maryland Dept. of Agriculture, 50 Harry S. Truman Pkwy., Annapolis, MD
21401, Room 110, Lower Level Conference Room

Time: 1-3 P.M.

AGENDA:

1. Call To Order/Introductions/Jim
Guest: Hayley Andrews, MDA Information Technology Dept.
2. MHIB Marketing Budget Review/Ross
3. Update on Upcoming Events/Ross
 - a. Night of Maryland Horse Racing Champions, 6-8:30 P.M., Tues., March 20
Sports Legend Museum at Camden Yards, Balto., MD
 - b. Decanter, Noon-6 P.M., Sat./Sun. April 21-22, Pimlico Race Course, Balto., MD
Need for horse industry vendors/Erica, Ross
 - c. Horses in Film: Preakness Celebration, AFI Film Institute, Silver Spring, MD
Sat., May 12, 1 P.M. Opening family matinee 6 P.M. VIP Reception/Opening
Film series runs May 12-May 21, 8-10 horse films, Jane Thery, Chr.
 - d. Lady Legends, Friday, May 18, Pimlico Race Course, Balto, MD, Karin DeFrancis,
Chr.
 - e. Ride For Life, Prince Georges Equestrian Center, Upper Marlboro, MD, June 23-24
4. Academic Marketing Partnership/Loyola University/Karin
 - a. Projects/Initiatives for sports marketing research from Loyola undergrad/MBA
students
 - b. Md. Horse Week idea
5. Report from Branding/Messaging Subcommittee/Ellie, Val, Christy
Includes Power Point presentation
6. Md. Horse Industry License Plate/Val
7. Discussion horse industry participation in MPT Md. Agriculture TV series/Jim, Ross
8. Stable Directory update; Groupon "Butts in Saddles" discussion/Ross, Ellie, Crystal
9. Other Business
10. ADJOURNMENT