

The Marketing and Communications Committee was called to order at 3 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 electronically. Committee Members present were: Chris Antonacci, Ivan Axelrod, Dave Bianconi, Dan Bittle, Jason Bluhm, Lenny Calderone, Joe Frasure, Kevin Greenfield, Todd Haight, Donald Hoovler, Ben Kenney, Michael Kimelman, Casey Leonard, Mark Loewe, John Matarazzo, Chris McErlean, Bob Miecuna, Stephen O'Toole, Scott Peine, Dr. Tim Powers, Jason Roth, Jason Settlemoir, Dein Spriggs, Mike Torcello, and Scott Warren. Other USTA directors present were: Marilyn Breuer-Bertera, Mark Ford, Dr. Andy Roberts, Jordan Stratton, and Gabe Wand.

The following agenda items were presented by Leary.

2. **USTA Communications Social Media Presentation**

A highlight video showed many of the projects done by the social media team of Wendy Ross, Jason Turner and Rich Johnston during the past two years, including some #inthistgether and virtual features during the pandemic, sizzle classic reels promoting upcoming races, Tim Tetrick's milestone 12,000th win, ESPN-type member service promos with Chris Page, Carpool Karaoke and Down the Stretch features with Wendy Ross and the USTA annual Fanzie Awards and Top 10 racing moments as well as others. The video concluded with a presentation of the impressive growth in the amount of content, audience, impressions, and engagement produced by the USTA social media team.

3. **Hoof Beats Reduction of Issues Consideration**

Presented to the Marketing and Communications Committee to solicit comments and ideas prior to any decision. Discussion of the consideration of reducing the annual number of *Hoof Beats* issues from the current, monthly 12 issues to nine with the addition of the (former Horseman & Fair World) Breeders Book Stallion Directory replacing the December issue. Under this plan, the April-May and June-July issues would be combined.

4. **Crisis Communications – Enlisting Industry Support**

Discussion of the USTA's creation of a COVID-19 Resource Center on ustrotting.com and the impressive support from horsemen's associations and racetracks in providing information to that as well as their local horsemen.

5. **HarnessRacingFanZone.com Relaunch**

A summary of the history and background of HarnessRacingFanZone was given.

Presentation of the new design and features that will be a part of the impending relaunch of the website. Significant automation has been added to the site to provide fresh content to increase viewership, which will be driven by the site's successful Facebook, Twitter and Instagram social media platforms. The **Home Page** will display top stories and features, a social wall with a compilation of posts from multiple platforms, USTA videos and the ability for viewers and fans to tell us their interesting stories. The **Hoof Beats** tab will provide the latest and archive sample stories and a link to subscribe. The **Wagering Guide** section is geared toward both newbies and sophisticated bettors with information on the USTA Strategic Wagering Program, a how to bet guide and expert handicappers' videos on betting strategies, a listing of track ADWs, selections and a listing of current carryovers. The **Owning a Race Horse** tab provides an introduction to horse ownership, the business and economics of ownership and information on how to get started in the business.

The live test site for HarnessRacingFanZone.com can be viewed at <http://hrfzstaging.ustrottingnews.com/>

After questions and discussion of some of the agenda topics, the meeting was adjourned at 4:25 p.m.