

American Kennel Club, Inc.
MEETING of the BOARD OF DIRECTORS
AKC Offices at 101 Park Avenue, New York, NY and via Video Conference
August 11, 2020

The Board convened via Video Conference on Tuesday, August 11, 2020 at 11:02 a.m.

Mr. Sprung was present in the NY Office. All other Directors participated in the meeting by telephone or video conference. The Executive Secretary was present in the NY Office and participated by video conference.

The July 14, 2020 Board meeting minutes, copies of which had been provided to all Directors, were reviewed.

Upon a motion by Dr. Battaglia, seconded by Mr. Sweetwood, the July 14, 2020 Board meeting minutes were unanimously approved.

PRESIDENTS REPORT

Mr. Sprung complimented the Chairman, Vice Chairman and the entire Board of Directors on the diligence and productivity of their meetings in a one-day time frame as well as appreciating the quality of work by the field and in-office staffs.

Aggregate entries are 55% below year over year totals or minus 921,438 thru June 2020. Combined with 57% of our events being cancelled we are taking a very conservative outlook but remain positive in the big picture.

Virtual offerings are engaging fanciers and welcoming people new to AKC, we are researching ways for expansion in this area.

Registration continues to increase amidst the temporary spike in demand for puppies. Multiple departments are collaborating on leveraging this interest with offers tailored to new registrants.

At the same time, we are experiencing increases in social media and a strong e-commerce uptick for products in our online shop and of our brand's legacy offerings specifically for core constituents.

A number of presentations will be part of today's meeting including IT, Finance, Government Relations, Marketing, Broadcasting, Sponsorship and Media Advertising Sales.

September Delegate Meeting – Balloting System Demonstration:

Tim Pursell, Director, IT Operation, participated in this portion of the meeting. Mr. Pursell provided an overview on the software solutions that will be utilized during the September Delegate Zoom meeting in order to implement the Delegate Committee elections and the votes on proposed rule changes.

Legal Update:

The Board reviewed a legal update as of July 2020.

EXECUTIVE SESSION

There was an EXECUTIVE SESSION to discuss sensitive business matters. Nothing was reported out of this session.

FINANCE

Ted Phillips, Chief Financial Officer, provided a financial update for the six months ended June 30, 2020:

We continue to provide a positive picture of AKC's operations in a most challenging time.

YTD Net Operating Income is \$5,492 million which is \$3,064 million higher than the same period in 2019. This is primarily due to increased revenues from litter and dog registrations, merchandise sales, and admissions to AKC Meet the Breeds® held in January 2020. Expenses are a significant driver toward Net Operating Income as a result of containment measures that reduced overall costs to a level slightly lower than the same period in 2019. YTD Revenue increases were offset by lower revenue from Recording & Service Fees which includes Event Services.

Total Revenues were lower than the 2020 budget by \$(902k) or (2.2%). Total Expenses were lower than the 2020 budget by \$(6,046) million or (15%).

One item of note which projects positive direction toward future events, fulfillment activities reported an increase in expenses in June vs. May due to requests for Event Kits, as well as CGC and Puppyfolders.

EXECUTIVE SECRETARY

Mari-Beth O'Neill, Vice President, Sport Services; Sheila Goffe, Vice President, Government Relations; Brandi Hunter, Vice President, Communications and Public Relations; and Ashley Jacot, Director, Education, participated in this portion of the meeting.

Proposed Amendment to Article VIII, Section 7 of the AKC Bylaws

The Board reviewed a proposed amendment to Article VIII, Section 7 of the Bylaws of the American Kennel Club, Inc. which was submitted by the Beaumont Kennel Club in accordance with Article XX, Sections 1 and 3 of the Bylaws.

Article VIII of AKC Bylaws addresses the Nominating Committee and Elections. Currently Section 7 of Article VIII reads: SECTION 7. All elections shall be by ballot.

The wording of the current Bylaw, strictly interpreted, requires AKC to hold an election for Board members even if there are no candidates running in opposition to the Nominating Committee's Slate. The Beaumont Kennel Club is proposing an amendment that will add wording into the Bylaws so that if no valid additional nominations are received by the Executive Secretary; no balloting will be required, and the Nominating Committee's slate shall be declared elected.

Following a motion by Mr. Tatro, seconded by Dr. Battaglia, the Board VOTED (unanimously) to approve the proposed amendment submitted by the Beaumont Kennel Club. The proposed

amendment will be read at the September Delegate meeting for a VOTE at the December Delegate meeting.

Proposed Amendment to Article VIII, Section 7:

SECTION 7. All elections shall be by ballot; except, if no valid additional nominations are received by the Executive Secretary by November 15; the Nominating Committee's slate shall be declared elected at the annual meeting and no balloting will be required. If no valid additional nomination(s) are received by the Executive Secretary by November 15; for any partial term up for election, the partial term candidate shall be declared elected at the annual meeting and no balloting will be required.

Proposed Amendment to Article IV, Section 1 of the AKC Bylaws

The Board reviewed a proposed amendment to Article IV, Section 1 of the Bylaws of the American Kennel Club, Inc. which was submitted by the Delegate Parent Club Committee in accordance with Article XX, Sections 1 and 3 of the Bylaws.

The proposed Amendment if approved will prohibit local breed specialty clubs from becoming member clubs of the AKC.

Proposed Amendment to Article IV, Section 1:

ARTICLE IV: MEMBERSHIP

SECTION 1. All multi-breed Clubs or Associations which have held at least three Dog Shows, Obedience Trials, Field Trials, or Agility Trials in consecutive years under rules of the AKC and all Parent Specialty Clubs which have been or shall be formed for the improvement of any breed of purebred dogs shall be eligible to become members of the AKC.

Following a motion by Mrs. Wallin, seconded by Mr. Sweetwood, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Dr. Garvin, seconded by Mrs. Wallin, the Board VOTED (In favor: Dr. Battaglia, Ms. Biddle, Mr. Carota, Dr. Davies, Dr. Garvin, Dr. Knight, Ms. McAteer, Mr. Powers, Mr. Sweetwood, Mr. Smyth, Mr. Tatro, Mrs. Wallin; abstained: Mr. Hamblin) to approve the proposed Bylaw amendment.

The proposed Bylaw amendment will be read at the September Delegate meeting for a VOTE at the December Delegate meeting.

American Hairless Terrier Stud Book

The Board reviewed a memo from the American Hairless Terrier Club of America requesting to keep the Stud Book Open for the Breed. This will be discussed further at the October Board meeting.

Small Munsterlander – Advance to Miscellaneous

The Board reviewed a request from the Small Munsterlander Club of America (SMCA). The SMCA, seeks approval to move the Small Munsterlander breed into the Miscellaneous Class.

Following a motion by Mr. Sweetwood, seconded by Ms. McAteer, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Dr. Battaglia, seconded by Mr. Powers, the Board VOTED (unanimously) to approve the breed for eligibility in the Miscellaneous Class as of January 1, 2021.

New Breed for Foundation Stock Service® – Japanese Akitainu

The Board was advised that the Foundation Stock Service (FSS) Committee recently approved a petition for the Japanese Akitainu to be accepted into the FSS program. The Japanese Akitainu Club of America requested the Japanese Akitainu be approved for recording into the FSS program with a Non-Sporting Group designation.

AKC Communications Q2 Report

The Board reviewed a report on the AKC Communications department's media coverage totals and activity highlights for the second quarter of 2020.

TOTALS:

Clips Evaluated in Q2: 4,329

Q2 Audience Reached: 5,211,042,070

Publicity Value for Q2: \$11,510,343.29

*Numbers and values provided by the third-party media monitoring platform Cision.

Highlights include announcing the most popular dog breeds in an exclusive online piece with the Associated Press. More than 1,300 clips resulted, including CBS News, Martha Stewart Living, CNN, TODAY and broadcast affiliates across the country, among others.

AKC Education Q2 Report

The Board reviewed a memo that provided an update of Education department's activities and accomplishments for the second quarter of 2020 as well as a status update of current projects and initiatives.

Canine College - Breed Courses and Exams

The Pekingese, Bernese Mountain Dog and Cavalier King Charles Spaniel courses launched in quarter 2, with 100% of learners reporting that they would recommend the course to others. The Portuguese Podengo Pequeno and Australian Shepherd courses were updated in Quarter 2 and the Whippet and Silky Terrier courses are currently under development.

Breeder Education

The "Selection of Breeding Stock", "Kennel Blindness", and "Genetic Health" courses were completely redesigned and relaunched in quarter 2, featuring the most up to date information, as well as state of the art interactivities. The breeder exams for "Pedigree", "Selection of Breeding Stock", "Kennel Blindness", and "Genetic Health" were updated in Quarter 2.

Special Projects

The Safe Handling course was launched in Quarter 2 and the AKC FIT Dog Level 1 course was developed and launched in Quarter 2.

Public Education

The AKC PupPals Program has had tremendous success since its launch in August 2019. The COVID-19 pandemic left many feeling isolated, so Public Education worked collaboratively with Marketing and Communications to expand the AKC PupPals Program to reach both children and adults with video PupPal messages. The Education Department received over 320 dog video submissions and more than 600 requests for PupPal videos. Nominees included healthcare workers, individuals in the hospital, and those in quarantine seeking a positive message.

To assist parents and teachers during this difficult time, Public Education created online activities for children to do at home with their dogs. These activities include, “do it yourself agility,” creating art with your dog, and making your own dog treats.

Building on the success of the AKC Patch Program, Public Education created the AKC Virtual Patch Program so that this important program could carry on during a time in which dog shows were not readily available. Children participated in a virtual scavenger hunt by viewing resources and videos to learn about purebred dogs and AKC sports, before receiving a virtual patch.

In Quarter 2, Public Education hosted the AKC “At Home with My Dog” Art Contest. This contest encouraged participants to show us what “at home with my dog” looked like during this time. It allowed the public to choose the winner for each category: grades K-5, grades 6-8, grades 9-12, and adults. 1,500 votes were cast over the course of a week.

A new program, AKC Breed of the Week for Kids, launched in quarter 2. This program provides participants with a new breed each week about which they can learn. Children navigate through a variety of fun activities and view interactive videos about the breed, before finally earning a sticker of the breed that they can add to their AKC Breed of the Week sticker chart. These courses are on AKC Canine College and are free.

As Public Education continues to work towards growing our resources for diverse audiences, several resources were created in Quarter 2 that are geared towards exceptional learners. Exceptional learners are those that require academic modification in order to be successful in the classroom and include children with intellectual disabilities, hearing or visual impairments, those on the Autism Spectrum, etc. Public Education now offers lessons and activities geared towards these learners, as well as modified versions of our most popular offerings that suit their specific needs. We were honored when our resources for exceptional learners were featured on the cover of the June 2020 issue of *Exceptional Parents Magazine*, reaching a worldwide readership of over 100,000.

AKC Government Relations Q2 Report

The Board reviewed a memo which provided updates on the activities of the Government Relations Department (GR).

AKC Government Relations continues to monitor more than 2,300 bills at the federal, state, and local levels that could impact responsible dog ownership, the health and wellbeing of dogs, the rights of dog owners, and/or the interests of the American Kennel Club.

In the first two quarters of 2020, AKC GR published 156 legislative alerts online and via geo-targeted emails to impacted constituents, parent clubs and social media. This number represents significant increase over the same period in 2019. In the second quarter, GR published 46 alerts, not including daily updates and reports related to COVID-19 matters. This also represents significantly higher activity in tracking, analysis and reporting than over the same period in 2019. A good portion of the increase in activity is due to increased legislative activity caused by the pandemic as well as the front-loading of legislative activity in the first half of an election year.

GR is also monitoring 753 proposed regulatory (administrative rule) changes at the state and federal level, with approximately 630 actively pending.

In addition, AKC GR is monitoring, analyzing and responding to constantly changing state executive orders in all 50 states, state and federal legislation and relief packages, business/events closure requirements, and efforts to limit legal liability regarding COVID-19 transmission for organizations that follow CDC, state and other relevant health and safety precautions.

COVID-19 Related Activity: Since mid-March, the GR team has been active in public policy areas related to the COVID-19 pandemic and response. This has included outreach to state governors, administrators and lawmakers across the country to ensure that pet food and crucial supplies, along with care/kenneling facilities be deemed essential to ensure the health and safety of pets, their owners, and essential workers needing alternate pet care options during the pandemic. AKC GR has conducted outreach to key constituencies to urge their engagement on this issue as well.

GR continues to expand resources on the AKC GR COVID-19 resources webpage on the AKC Legislative Action Center, with daily updates on the constantly changing status of state legislatures, and rules impacting dog owners.

GR established a second informational/resources webpage specific to COVID-19 Civil Liability Limit Legislation to monitor and advocate on behalf of legislation that provides temporary, targeted protection from COVID-19 civil liability litigation for nonprofits and events that operate in keeping with CDC, state and other recognized health and safety guidelines. Daily reports and updates on this page provide information on proposals in federal and state legislatures around the country, their status, advocacy assistance for clubs including a sample letter.

GR provided advocacy and assistance with respect to assuring federal, state and local policies that allow AKC to maintain minimum basic operations in the light of group gathering restrictions and business closure orders.

AKC GR Key Issues pages are a one-stop resource for information, organized by topic or issue, on major canine policy issues. The pages contain issue overviews, analyses, information about AKC efforts on the issue, links to alerts, testimony, articles, position statements, model legislation (if available), sample letters, webinars/videos, and other resources. GR developed three new key issues pages in the second quarter: One on *Detection Dogs*, one on *COVID-19 Civil Liability Protections* for nonprofits and events in compliance with health and safety standards during the pandemic; and one on *Pet Importation: Protecting Pet and Public Health*.

Other highlights included: Congressional introduction of the Healthy Dogs Import Act (HR 6921) which requires new health checks for dogs being imported into the U.S. to protect U.S. pet and public health; development of the AKC Taskforce on Anti-Breeder Harassment and Retaliation (set for launch in August); positive new USDA commercial dog breeder/dealer rules (concluding a two-year rule-making process) that recognize and reflect AKC comments and recommendations; and an outline of more than 20 state legislative successes in the second quarter.

Sheila Goffe provided a presentation on a new series of comprehensive public policy guides on canine issues developed by GR. These guides are in keeping with maintaining and advancing and AKC's place as preeminent thought leader in canine policy. The guides are designed to provide lawmakers, advocates, and the public with in-depth analysis, case studies, statistics, and model legislative language. The first of this series, *Why Breed-Specific Legislation Doesn't Work: An Analysis of Dangerous Dog Policy* was introduced in late May. The Board reviewed the guide which includes background on the issue, case studies, and sample legislation.

Detection Dog Task Force

The Board reviewed an update on the Detection Dog Task Force (DDTF) and specifically, the DDTF Pilot Patriotic Puppy Program (PPP).

The purpose of the AKC Detection Dog Task Force is "to study specific areas in which the AKC could help address the crisis (of a shortage of high-quality explosives detection dogs for U.S. national and public security) while also advancing recognition of AKC as preeminent authority on canines." The DDTF focuses on three major areas:

- Breeder Education and Outreach,
- Conferences/ Webinars, and
- Public Policy (GR).

The Patriotic Puppy pilot program (PPP) is part of the DDTF's Breeder Education and Outreach initiatives. The program was established to study whether typical AKC breeders could, on a voluntary basis, breed and rear a suitable and reliable source of future "green" dogs that could then be purchased by law enforcement or the military for advanced training and successful deployment as explosives detection dogs.

A number of valuable insights have been learned from the first phase of the Patriotic Puppy Program, which will conclude shortly. The DDTF will study, and if feasible, transition the PPP

program, to a new phase that addresses current challenges including breeder incentives, specific market demands, new educational structures and approaches, and program scalability.

The DDTF has developed significant training and educational resources from the first phase of the PPP that are currently in a test environment. These materials will be used in the second phase and will be made available online shortly.

The Conference/Webinar and Public Policy (GR) aspects of the DDTF will remain in place. Likewise, the other major portion of the DDTF Breeder Outreach and Education program—the Confident Puppy Canine College course—will also advance as planned. Whereas Patriotic Puppy focuses on one-on-one assistance and data collection, the Confident Puppy course focuses on a broader audience and provides a more structured approach to understanding the fundamentals of raising a confident puppy that could go on for advanced training as a detection dog, service dog or well-trained competitor or pet. The Confident Puppy course is scheduled for deployment in October.

COMPANION and PERFORMANCE

Doug Ljungren, Executive Vice President, Sports & Events; Dr. Mary Burch, Director, AKC Family Dog Program; Carrie DeYoung, Director, Agility; and Caroline Murphy, Director, Performance Events participated in this portion of the meeting via video conference.

Virtual Home Manners Program

Dr. Burch presented a recommendation to implement a new program called Home Manners (HM). HM fits well as part of AKC's Family Dog Program, especially during this "stay at home" time and when so many new dogs have been added as household pets. The evaluation of a dog's ability to perform ten home manners skills will be done by a video recording. Two levels of Home Manners will be offered – Virtual Home Manners Puppy (VHMP) and Virtual Home Manners Adult (VHMA). Dogs that pass the tests will be awarded these titles.

The Virtual Home Manners Puppy test is open to any dog that is between 12 weeks and one year of age and registered/listed with the AKC. The evaluation of a dog's ability to perform ten home manners skills will be done by a video recording viewed by CGC Evaluators.

The Family Dog Department will announce the program during the week of October 5 – 9, 2020 and will start accepting videos on October 19th for title application processing, which will start on November 2nd.

Following a motion by Mr. Tatro, seconded by Mr. Sweetwood, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Mr. Tatro, seconded by Mr. Carota, the Board VOTED (unanimously) to approve the new Home Manners program.

Retriever Hunting Tests – Reduce Mileage Conflict to 150 Miles

Ms. Murphy presented a staff recommendation to amend the *Regulations and Guidelines for AKC Hunting Tests for Retrievers* to reduce the mileage conflict between Retriever Hunting Tests from 200 miles to 150 miles.

In some parts of the country during certain times of the year, the demand to enter tests exceeds the supply of available slots. Some limited Master Hunter (MH) level tests fill within minutes. This is very frustrating for participants, particularly amateurs who typically cannot travel long distances from home. This makes it especially discouraging when trying to earn a MH title or also qualify for major events.

Steps were taken on January 1, 2020 to allow clubs to offer additional entries at their limited tests. This has helped somewhat but many participants are still being shut out from entering Master Tests. Over time this recommended change will allow more events to occur during the optimal time of the year.

The Retriever Hunt Test Advisory Committee unanimously supports this recommendation. This will be discussed further at the October Board meeting.

Beagle Field Trials – Two Class Option for Brace

The Board reviewed a recommendation from the Beagle Advisory Committee to allow clubs applying to hold Brace trials, the option to hold two classes divided by sex rather than the standard four classes divided by both height and sex. The change provides clubs the option when applying for a traditional brace trial, the ability to offer two classes and avoid having to combine classes later during the trial.

Clubs believe if they have the option to advertise and offer two classes, Open Males and Open Females, it will help conserve upfront resources/expenses plus make for a more predictable and efficiently run trial. This recommendation was voted on during the Beagle Advisory Committee's June meeting where it was unanimously voted in favor by all 12 members representing all beagling areas of the country.

Following a motion by Mr. Sweetwood, seconded by Dr. Battaglia, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Dr. Battaglia, seconded by Ms. Biddle, the Board VOTED (unanimously) to add a new paragraph 5 to Chapter 9, Section 1 of the *Beagle Field Trial Rules*.

Chapter 9. Description of Classes and Championship Requirements - Section 1.
(new 5th paragraph)

At a licensed or member Beagle field trial, the regular classes shall be:

Open Dogs not exceeding 13 inches in height.

Open Bitches not exceeding 13 inches in height.

Open Dogs over 13 inches but not exceeding 15 inches in height.

Open Bitches over 13 inches but not exceeding 15 inches in height.

However, if when the entries are closed, it is found that there are fewer than six hounds of a sex eligible to compete in any class, the Field Trial Committee shall have the option of combining that class either by gender or size into a single class.

However, only in the case of traditional Brace trials, the host club has the option to offer only two classes – Open Dogs and Open Bitches. The advertisement for the trial must clearly identify the classes offered. Once approved by the AKC, a club may not decide to split a class by size.

The proposed rule change will be read at the September Delegate meeting for a VOTE at the December Delegate meeting.

Expansion of Agility Course Test (ACT) Program

The Board reviewed a recommendation to expand the Agility ACT program to include Jumpers classes. This is consistent with the normal agility levels, which includes Standard classes and Jumpers with Weaves classes.

ACT1 & ACT2 are similar to Standard classes, requiring contact equipment (i.e., A-Frame, teeter) that many potential exhibitors do not have at home. Given the success of the Virtual ACT program, it appears this is the perfect time to offer ACT Jumpers classes, which require less obstacles and will be easier to set up at home. Also, it gives the traditional ACT events additional classes to add to their program. Dogs that earn two qualifying legs in the ACT Jumpers classes will be awarded the titles ACT1J and ACT2J.

This will be discussed further at the October Board meeting.

CONFORMATION

Doug Ljungren, Executive Vice President, Sports & Events; Mari-Beth O'Neill, Vice President, Sport Services; Tim Thomas, Vice President of Dog Show Judges; Glenn Lycan, Director, Event Operations Support; and Alan Slay, Director, Event Programs participated in this portion of the meeting via video conference.

Oshkosh Kennel Club Request for 3-Day Event

The Board reviewed a recommendation to allow the Oshkosh Kennel Club to hold their 2020 shows over three days. *AKC Rules Applying to Dog Shows* requires AKC permission for an event to exceed two days in duration.

Oshkosh Kennel Club (OKC) applied and has been approved for shows on November 28 - 29, 2020 in Oshkosh, Wisconsin. Oshkosh has expressed a need to reduce the number of people in the buildings used for their show. In addition to this, the club will limit the number of dogs per day. The club is requesting permission to hold their two shows over three days. Each day will include breeds and groups for both days with the 3rd day holding the final breeds, groups and two Best in Shows.

Following a motion by Mr. Sweetwood, seconded by Mr. Powers, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Mr. Smyth, seconded by Ms. McAteer, the Board VOTED (unanimously) to approve the request and allow OKC to hold two simultaneous shows, within a three-day format.

The Board also VOTED to permit other clubs to hold their events using this format when requested, without further action by the Board through July 2021. Staff will review each request and provide approval for the use of this event format.

Junior Age Eligibility for 2021

The Board reviewed a Staff recommendation for an exception to the *Conformation Junior Showmanship Regulations* to allow Juniors to continue to compete beyond their 18th birthday, falling on or after March 1, 2020, up until their 19th birthday or December 31, 2021, whichever comes first.

The cancellation of the majority of AKC Conformation events for 2020 and the 2020 Juniors Classic for Obedience and Rally in Orlando in December has prevented Juniors from participating in AKC events. Extending the opportunity for Juniors to compete up until their 19th birthday or December 31, 2021, whichever comes first will allow Juniors to compete through 2021 and allows AKC to support the participation of Juniors in AKC events.

Following a motion by Dr. Garvin, seconded by Ms. McAteer, the Board VOTED (unanimously) to consider the matter at this meeting, waiving the normal notice procedures.

Following a motion by Mr. Sweetwood, seconded by Mr. Smyth, the Board VOTED (unanimously) to allow Juniors to continue to compete beyond their 18th birthday up until their 19th birthday or December 31, 2021, whichever comes first.

Formulation of the Points Schedule Based on 2020 Events

The Board reviewed a Staff recommendation to modify the formulation of the Conformation points schedule that will be effective in May 2021 based on 2020 events.

The foundation for the Points Schedule Formulation process is the number of events with competitors in each division/breed/sex combination in a calendar year. The 2020 events would likely drive up the 2021 point schedule, which is not representative of the normal level of competition.

To minimize the impact of the reduced number of events in 2020, the Staff recommendation is that the 2020 point schedule will be used for 2021 except in those cases where the point schedule formulations process indicates the number of competitors should be reduced.

There was no objection by the Board to modifying the formulation of the May 2021 Conformation points schedule.

JUDGING OPERATIONS

Doug Ljungren, Executive Vice President, Sports & Events; and Tim Thomas, Vice President, Dog Show Judges, participated in this portion of the meeting via video conference.

Mandatory Ramp Examination – Miniature Bull Terrier

The Board reviewed a request from the Miniature Bull Terrier of America. The Miniature Bull Terrier of America has requested that the Board of Directors mandate the use of a ramp for all examinations of the breed including during group and Best in Show judging. Currently, Miniature Bull Terriers may be judged either on the ground or the table at the discretion of the judge.

This will be discussed further at the October Board meeting.

CLUBS

Doug Ljungren, Executive Vice President, Sports & Events; and Lisa Cecin, Director, Club Relations, participated in this portion of the meeting via video conference.

Delegates and Member Clubs

The Board reviewed a report on the prospective Delegate credentials to be published in two issues of the AKC *Gazette*, requests for AKC membership applications, and a report on Member Club Bylaws approved and newly licensed clubs.

Report on Member Clubs Bylaws Approved in June and July 2020

Atlanta Kennel Club, Fulton County, GA (1916)

Bernese Mountain Dog Club of America (1981)

Clumber Spaniel Club of America (1989)

Scottsdale Dog Fanciers Association, Scottsdale, AZ (1983)

Windham County Kennel Club, Windham County, CT (1978)

Report on Newly Licensed Clubs approved in June and July 2020

National Treeing Walker Coonhound Association, 31 total households (13 households in 5 states west of the Mississippi River; 18 households in 8 states east of the Mississippi River).

COMPLIANCE

Mark Dunn, Executive Vice President; Marcus Bach, Director, Investigations and Inspections; Bri Tesarz, Director, Compliance; and David Roberts, Executive, Breeder Development participated in this portion of the meeting via video conference.

Request for Special Application of Hardship Policy

The Board reviewed a request for a special application of the Hardship Policy to allow for the transfer of dogs and semen owned by a deceased person who was on referral and awaiting suspension at the time of death.

This will be discussed further at the October meeting.

(Final Board Disciplinary actions are reported on the Secretary's Page)

MARKETING SPONSORSHIPS AND MEDIA

Marketing Updates and Highlights for Q2

Kirsten Bahlke, Vice President, Consumer Demand participated in this portion of the meeting via video conference.

Overview of Q2 2020 Results

- Continuous search engine optimization and production of relevant content helped AKC capture the surge in puppy and dog related searches driving record traffic levels for AKC.org and Marketplace. Users: 33M (+72% Year over Year) Sessions: 46M (+74% YOY).
- Q2 was an exceptional quarter for AKC Shop with traffic approaching levels not usually seen until the Holidays and very strong performance from key email. Users: 510k (+28% YOY) Sessions: 674k (+24% YOY). Q2 revenue +36% versus Q2 2019.
- AKC email sends grew by 30% in Q2 2020 versus 2019 while keeping engagement metrics strong. Total number of emails sent was higher in Q2 2020 than Q2 2019.
- Despite the significant increase in sends, open rates and click through rates increased.
- The first ever AKC Virtual Top Dog Challenge was a rousing success! A great example of cross department collaboration, this event garnered almost 700 entries.
- The AKC social department continues to grow key social channels through innovative and relevant programming:
 - AKC Facebook finished Q2 2020 with a total of 4,010,934 followers (+0.08% vs. Q4 2019)
 - AKC Instagram finished Q2 2020 with a total of 317,918 followers (+4.4% vs. Q4 2019)
 - AKC Twitter finished Q2 2020 with a total of 100,378 followers (+1.5% vs. Q4 2019)

Broadcasting, Sponsorship, & Media Advertising Sales

Ron Furman, Director, AKC Media and William Ellis, Manager, AKCTV participated in this portion of the meeting via video conference.

Digital Ad Sales

Year-to-Date AKC Digital ad sales are 92% to budget for the 1st half of 2020. Total Revenue in Q2 2020 was up 11% YOY despite pauses in ad spending due to COVID-19. Direct Digital Sales also increased 6% YOY for the first half of 2020. Several new brands came on board for Q2.

AKC.TV Update

ESPN celebrated “National Puppy Day” on March 23rd with encore broadcasts of the AKC Agility Premier Cup and the ESPN Championship Pup.

On June 6th, the AKC premiered “World of Dog Sports” on ESPN. World of Dog Sports celebrates canine athletes across the sports of: Agility, Fastest Dog (Fast CAT), Diving Dogs and Flyball.

Encore broadcasts of AKC World of Dog Sports and ESPN Championship Pup were included on ESPN News on July 4th and 5th. To date in 2020 there has been seven hours of original programming featuring the AKC across the ESPN networks:

- 3/23 AKC Agility Premier Cup
- 3/23 ESPN Championship Pup
- 6/6 AKC World of Dog Sports
- 7/4 AKC World of Dog Sports
- 7/4 ESPN Championship Pup
- 7/5 AKC World of Dog Sports
- 7/5 ESPN Championship Pup

AKC.TV TRAFFIC (1/1 - 6/30) Plays:

- AKC.tv web: 2mm+
- AKC.tv apps: 409k+
- Social: 1.07mm+
- Dynamic Content Embeds: 13.8mm+

AKC.tv has continued to produce new content since AKC TV began to work remotely on March 16th. Weekly episodes of AKC DogCenter continue to premier every Tuesday and Friday with 30+ new episodes and 352+ new minutes of content. Interviews and features include:

- Coronavirus updates with Dr. Klein
- Book of the Month with author interviews
- NYPD Transit bureau K9 Unit
- Treat of the Month
- Canine Partners anniversary
- Training & Socialization tips
- Paw of Courage award

Additional AKC.tv Premiers new Meet the Breed documentaries:

- Australian Shepherd
- Cavalier King Charles Spaniel
- Miniature Schnauzer
- Shih Tzu

CONSENT

Following a motion by Dr. Garvin, seconded by Dr. Battaglia it was VOTED (unanimously) to approve the following Consent item:

- Delegate Approvals

Delegate Approvals

The Board VOTED to approve the following individuals to serve as Delegates:

Roy Ed Degner, Montclair, CA
To represent California Collie Clan

Joao Luiz Lopes Machado, Humble, TX
To represent Chihuahua Club of America

NEW BUSINESS

December Delegate Meeting

Following a motion by Mr. Powers, seconded by Mr. Smyth, the Board VOTED (unanimously) to hold the December AKC Delegate Meeting as a virtual meeting via Zoom technology on Wednesday, December 2, 2020. Voting for all planned and published proposed Rule and Bylaw changes will take place in the meeting. Delegate Committee Meetings will be held the week of November 16-20, 2020. Meetings will follow the same format as the June and September 2020 Committee meetings.

It was VOTED to adjourn Tuesday, August 11 at 5:30 p.m.

Adjourned

Attest: _____

Gina M. DiNardo, Executive Secretary

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