

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

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 and activity highlights for the second quarter of 2020.

TOTALS:

Clips Evaluated in Q2: 4,329

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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.

FINAL

AUGUST 11, 2020

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

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

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-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)

FINAL

AUGUST 11, 2020

Following a motion by Mr. Smyth, seconded by Ms.

Mandatory Ramp Examination Miniature Bull Terrier

The Board reviewed a request from the Miniature Bull Terrier of America. The Miniature Bull

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:

- o AKC Facebook finished Q2 2020 with a total of 4,010,934 followers (+0.08% vs. Q4 2019)
- o AKC Instagram finished Q2 2020 with a total of 317,918 followers (+4.4% vs. Q4 2019)
- o 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 u(e)-8()-5743 393.72Y6 293.62 0 MC 5 0 1 396.86 517.13 Tm0 G[t]-4(h)13(a)-8(n)]TJETQq0.0

