

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
Sunday, March 14, 2010

Call to Order: 3:10 pm
Adjourn: 6:15 pm
Location: Leap of Faith Farms, Walnut Creek, CA

Attendees: Jan Bauman, Connie Dahl, Tinsley Davis Cohen, Robin Katherman, Kris Kalstrom, Emily McDonald, Amy Mezey, Wendy Morris, Amy Riker, Linda Stalcup, Ann Zerega

Absent: Carol Alonso, Amanda Apesos, Christine Rossi, Peggy Trail, Justine Wilson

Minutes from prior meeting:

Minutes from February 22, 2010 – motion to approve by Linda Stalcup, seconded by Robin Katherman, approved.

I. CHAIR'S REPORT

Annual Awards Dinner Recap: Amy Mezey and Board

The overall feedback was extremely positive. We made \$6150. Suggestions/ideas for next year were:

- get a sponsor(s) to donate wine (Ravenswood is one possibility)
- improve the sound system
- add a second bartender
- use name tags that stick better (ones that can be pinned or clipped on)
- repeat the survey next year for comparative purposes
- people that are not associated with a barn should have preassigned seats
- have board members sit at open tables to help engage people in CDS EBC activities
- for the fashion show, announce what the junior will be wearing and then have them wander through during dinner

Auction

- allow people more time to look at the bid sheets
- put out a sign by each basket that says "Donated By"
- spread out the baskets more so they are easier to see
- prepare the auction booklet ahead of time and email it out to attendees
- consider having absentee bidding

January Annual Meeting Recap: Amy Mezey

- CDS is looking for people that can be host chapters for RAAC—your chapter gets \$500, all other costs are covered by CDS; Amy M handed out a flier for us to post at our barns; our chapter should consider doing an RAAC
- CDS membership is down due to the recession
- all chapters are having trouble getting junior representation on their boards
- there is scholarship money available through CDS for educational programs; Amy M will get information on what scholarships are available
- It was recommended that chapters call Donna Chopp, CDS's insurer, directly with insurance questions

Juniors: Amy M and Board

Since it does not appear feasible to get a junior member on the board, we should look for an adult to take on this role that then gets juniors involved. Linda reported that Katy Barglow has a lot of connections with juniors and may be interested in helping with our junior program; Linda will follow up with her. Emily is looking into getting a page on Facebook to get in touch with juniors; Ann offered to take on the Facebook page in addition to the website.

Adult Amateur Clinic: Amy Mezey

Tracey Underwood in charge and is working on getting information out about the event.

Succession Planning: Amy Mezey

Amy M would like us to be thinking about people we could draw onto our committees to work toward having people to backfill for us when we're ready to move on. The goal is for each of us to have someone that knows how to perform our function in case it is needed in future. Each of us should write up a job description before the end of the year.

II. OFFICER'S REPORTS**Treasurer: Connie Dahl**

- \$18,559.76 in treasury
- In past it cost \$60 per year to hold the credit card machine and it went to \$160 this year; the decision was made to continue to hold it because we need it for horse shows
- Emily should submit a cost proposal to Connie on the cost of the educational events
- CDS dinner:
 - * We used the PayPal account for reservations, cost us \$41 for \$1600 worth of reservations
 - * We made \$5410 on dinner reservations and the dinners cost \$7885
 - * We made \$4000 on the auction, and about \$2000 of that went to cover the dinner deficit
 - * The advertising revenue would have been \$700, but we comped \$70 worth of ads, cost of printing was \$300, so we made about \$300 on ads

Shows: Robin Katherman

- For La Jolla show:
 - * we will make a decision 5 days out whether to cancel based on weather
 - * Do board members want to go to dinner with the judges on Saturday evening of show, April 24? Connie & Amy M will go.
 - * Tinsley needs an announcer for Sunday; Ann offered to announce
 - * Vendors: Brook plans to attend; Kris will send Robin names of vendors that have inquired about attending shows
- Tinsley suggested Golden Gate Fields (GGF) possibly for 2011 shows because we need cooler places to have shows in the summer; we could set up 4 arenas on the track, it has plenty of stabling, and most likely has very good footing; might be a good location for RAAC in future years

Newsletter: Linda Stalcup and Carol Alonso

- The first newsletter is out
- We are thinking of Katy Barglow as our next member profile
- We will send out questionnaires to various facilities for the boarder facility spotlight piece
- It was suggested that we have a sponsor profile
- The question was raised about adding a classified ads section; Robin has a person who might be willing to take this on, so she will check to see if her person is interested ; we will table it for now and will discuss it further at our next meeting

Website: Ann Zerega

- A suggestion was made that we list people that are going to the WEG with dates they will be there and their email address; we should have a CDS East Bay Chapter party at WEG
- Ann will get the RAAC information on the site
- Ann has heard requests for PayPal for shows and online entry capability; this won't be ready for the April show but she could target for the Yarra Yarra show in August
- Ann is working on being able to see who is accessing our site and from where

Sponsorships: Amy M for Pegge Trail

- We want to consolidate the program so it no longer differentiates between individual and business
- Pegge wants to lower the fees in some of the categories; it was suggested we change supporting to \$50-250; silver \$251-500; gold \$501-1000; platinum \$1001 up; anything less than \$50 is a contributor, not a sponsor. We agreed to give Amy M, Amy R and Pegge authority to finalize the sponsor program and put the revised version on the website.

Community Outreach: Amy Riker

Amy R would like to get out to Brentwood; after that she would like to shift around based on where there is a need.

Education & Events: Emily McDonald and Tinsley Davis Cohen

- We received 84 responses to the survey; the two top events were rider biomechanics and Dressage horse soundness/lameness, horse health, nutrition
- Emily feels that we should do two events--one mounted and one unmounted; Board members liked the idea of the instructor certification, so Emily will pursue (1) the instructor certification (mounted) for end of October/early November, and (2) horse soundness/nutrition (unmounted) this summer; and then maybe do (3) the demo rides of new tests in the Fall.
- The San Francisco (SF) chapter would like to partner with the East Bay chapter on educational events; we could invite the SF chapter to attend our events
- People would like email notification one month ahead and one week ahead

III. ADDITIONAL BUSINESS

Calendar: The next live meeting will be May 15 following the Western Saddlery sale; dinner meeting, 6-9 pm; location TBD

IV. NEXT MEETING

Conference call; Monday, April 12; 7-9 pm

Respectfully submitted,

Wendy Morris, Secretary