

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
Saturday, November 20, 2010

Call to Order: 6:00 pm
Adjourn: 8:17 pm
Chairperson: Linda Stalcup
Location: Pleasanton, CA

Attendees: Carol Alonso, Jan Bauman, Diana Bicksler, Tinsley Davis Cohen, Robin Katherman, Emily McDonald, Amy Mezey, Wendy Morris, Amy Riker, Linda Stalcup, Justine Wilson, Ann Zerega

Absent: Amanda Apesos, Connie Dahl, Kris Kalstrom

Minutes from prior meeting:

Minutes from 10/14/10 meeting; motion made and seconded to approve. Approved.

I. OFFICERS' REPORTS

Chair – Amy Mezey

We agreed to hold 10 meetings in 2011—5 "face front" ones and 5 conference calls. We will hold meetings each month except August and December.

Sonja Vracko is coming back as a judge for the August 2011 show. We will have the same judges at the August 2011 show as we had for the August 2010 show.

Ideas for 2011

- Ann will get started on setting up a CDS EB Chapter twitter page.
- We should talk about social networking options; we need a communications chair for this.
- We will continue working on succession planning.
- The following ideas were raised for seminars/programs:
 - o seminar for fearful riders
 - o sports psychologist seminar
 - o L judge program
 - o Clinics around rider position, i.e., Alexander technique

II. OTHER REPORTS

2011 Annual Awards Dinner - Diana Bicksler

The dinner will be held March 5, 2011, at Bridges. We are requesting more bartenders. The auction will be laid out in a half circle in the bar area. The menu will be the same as last year. The hors d'oeuvres will be more spread out to encourage more mingling. We will have use of the deck outside—they have heaters if it's cold. We will set up our speakers in the middle of the room with a cordless mike and table in the middle with all the awards. We will have the same duo play music that played last year. We have multiple sources for free wine with a reduced corkage fee. We will incorporate the CDS colors into the decorations. Chris will put computers around that play the slide shows. Postcards saying "save the date" will be sent out early January. We are shifting from paper invitations to online and postcards. Rsvps will be done by Equestrian Entries. The auction booklet will have the auction items written up and will be handed out as people enter the dinner. Justine and Amanda will recruit volunteers; Laurie will handle the registration table; Connie will handle name tags; and Dayle Kuhn and Pegge Trail are handling decorations. If you are going to solicit someone for auction items, let Amy R. know right away so we do not duplicate our solicitations.

Education & Programs - Emily McDonald and Tinsley Cohen

Fall USDF Instructor Certification Workshops - Emily

The dates of the 2011 workshops will be January 8-9, February 5-6, March 19-20 at Leap of Faith Farms in Walnut Creek. There should be no cost to the chapter. The barn costs \$450 per weekend to rent. We will charge each participating instructor \$350 for each weekend (excluding the stabling). Emily has received a \$1000 grant. Auditing will be free for members and \$20 for nonmembers. Justine will handle lunch arrangements for all three weekends for the participating instructors. Priority will be given to chapter trainers and people that are willing to sign up for all three workshops; Emily has 6-7 people that fit those requirements, and we can take 8 riders. It was decided that we will only do training to second level. Thus, priority will be given to within chapter participating instructors training to second level, and then we will go to training to second level outside our chapter. The first workshop is riding by the trainer—the first day they ride their own horse and the second day they ride an unfamiliar horse. Tinsley will educate Emily on how to access our CDS insurance for this event so we do not have to pay for insurance.

December 11 New Test Riding Seminar - Amy Mezey for Laurie Daniel Smith

All the riders are lined up. As of now, we have 48 responses excluding the riders. Laurie and Dayle have rented chairs and tables. They are looking for volunteers to help at the event, so let Laurie know if you can help. There will be a potluck at 5:00. They have rented heaters to keep auditors warm.

Website Survey - Ann Zerega

We have 50 responses from our website survey, with overwhelmingly positive comments, no negative ones. As far as shows, everyone was quite positive—most of the people who responded were either competitors or volunteers at shows. Responses about last year's dinner were that generally they liked the food and the awards ceremony. Responses about the website: people usually only go to the website if they get an email; they generally think it's useful; most people would like either email or tweet when something new of interest has been uploaded; there were mixed responses on what they would like to see on the website—we need to figure out a way to analyze this info.

I. ADDITIONAL BUSINESS

Future meetings:

Monday, January 10, 2011, conference call 7-9 pm

Sunday, February 13, 2011, in person meeting, Tinsley's home in Berkeley, 3:30-6 pm

II. NEXT MEETING

Monday, January 10, 2011, conference call, 7:00-9:00 pm

We will discuss term limits: two consecutive 3 year terms, instead of three consecutive 2 years terms, plus other standing rules.

Respectfully submitted,

Wendy Morris, Secretary