

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
Monday, March 14, 2011

Call to Order: 7:04 pm
Adjourn: 8:29 pm
Chairperson: Amy Mezey
Location: Teleconference Call

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

Absent: Amanda Apesos, Connie Dahl, Kris Kalstrom, Amy Riker, Justine Wilson

Guests: Gabby Glumac, Charlene Cooper

I. Minutes from 2/13/11 meeting; motion made, seconded, passed (m/s/p) to approve. Approved.

II. CHAIR'S REPORT - Amy Mezey

Motion m/s/p to appoint Gabriela (Gabby) Glumac and Charlene (Charley) Cooper to our board, Gabby as junior representative and her mother as the adult junior representative.

III. OFFICERS' REPORTS

o **Show updates: Robin Katherman**

We have an "S" judge for the August shows as well as photographers and videographers set up. Mrs. Pasture's owner will continue to donate cookies to the shows as awards.

Tinsley has agreed to pick up and transport the judges in April. A motion was m/s/p that the chapter pay for Tinsley to stay at a hotel at the cost of \$79 for the night of 4/23, so she can transport the judge to her hotel and be at the show grounds very early the next morning.

o **Saturday Night Wine and Cheese at Show: Amy Mezey**

Barefoot Winery is very interested in sponsoring a wine tasting that would run from 4:30 to 6:00 pm Saturday after the April show. Barefoot provides the wine; the chapter provides non-alcoholic beverages and food.

o **Update on Chapter Policy Toward USDF New Helmet Rule: Tinsley Davis Cohen**

Tinsley is working on getting a few people together to look at the new helmet policy and decide what is the best course of action for the chapter to protect themselves while being compliant with the new rules. Diana has been advising us on all legal matters pertaining to this. Info from USDF clarified the responsibility of show management, the TD, and the entrant.

o **Newsletter/Chapter News - Linda Stalcup**

We have an inventory of articles, such as a review of the awards dinner and a member profile. Carol will provide an article on Mary Grace Davidson's Century Ride.

o **Facebook Page Set Up: Linda Stalcup**

Linda's husband, Michael, has set up a Facebook page for the Chapter that has been temporarily released. Type in "California Dressage Society East Bay Chapter" to access it. It will allow us to put information out, but will not allow people to make comments back. Give comments to Linda within the next week.

o **Website Report: Ann Zerega**

Our percentage of new visits went up to 46%; people spend an average of 2 minutes on the site; the main page is the most frequently accessed, the category of shows is second, the next most popular was the Heather Robertson article, and after that was the Annual Awards Dinner.

- o **2011 Annual Awards Dinner Recap: Diana Bicksler**
We will have a recap meeting with the Planning Committee with an eye to planning the 2012 dinner. We had to turn people away because we were sold out, so we have started talking with venues that might give us a larger area. We had 49 sponsors. We needed more volunteers to help with check out for people paying for silent auction items at the end of the evening.
- o **Approval of Amendments to Sponsorship Benefits Package**
Amy M feels we should have a committee for sponsorship. Also, we need to be clear that anything being offered is based on space permitting and is provided by the sponsors.
- o **Education & Programs - Emily McDonald and Tinsley Cohen**
 - **Update on Equine Whole Foods Seminar: Amy Mezey**
Both the representative of the company that supplies the food, as well as Shannon Peters, are on board for participating in conducting this seminar in November. Gundi is working on a date.
 - **Review of Second Two USDF Trainer's Certification Workshops and Planning for March Workshops: Emily McDonald**
We have held the riding and teaching workshops, and this weekend will be the lunging workshop. The instructors will lunge a horse on Saturday, and a horse and rider on Sunday.
 - **Ideas for Junior Program: Gabby Glumac**
We could have a junior clinic with a clinician oriented toward juniors, a braiding training session, and a clipping training program.

IV. ADDITIONAL BUSINESS

- o **Next Board meeting, Saturday, May 7, 3-6 pm at Kris Kalstrom's House**

Respectfully submitted,

Wendy Morris, Secretary