

MINUTES
CDS East Bay Chapter Board of Directors Meeting
Sunday, July 24, 2011

Call to Order: 3:32 pm
Adjourn: 5:53 pm
Chair: Linda Stalcup and Amy Mezey
Live at Charley Cooper's house

Attendees: Connie Dahl, Linda Stalcup, Robin Katherman, Kris Kalstrom, Laurie Daniel Smith, Charley Cooper, Gabby Glumac, Ann Zerega, Emily McDonald, Amy Mezey, Amanda Apesos
Absent: Tinsley Davis-Cohen, Wendy Morris, Justine Wilson, Amy Riker, Diana Bicksler, Jan Bauman, Carol Alonso, Laurie Daniel Smith,
Guests: Gwen Lorio, Carmi Weiner

I. Minutes from prior meeting:

Motion made, seconded, passed to approve minutes from 6/13/11 meeting.

II. Amy's Report

AA Clinic rescheduled and all able to go
CDS Championship – 10/6 – 9

CDS looking for \$\$ to support champs

Biggest solicitation is advertising in the Program with increasing benefits

Historically we have done ads, Last year we did a full page ad for \$400

Discussed sponsoring the Morning Hospitality \$350 (covers cost of muffins and coffee) + Business Card Ad (could do ½ page Ad for additional \$275). Question came up to look into doing a \$500 sponsorship and see what we get for that amount.

Motion made, seconded, passed to Sponsor a breakfast & authorize Amy/Linda call to negotiate for what size ad in the program we could get for \$500.

New discussion to sponsor an EB Chapter Wine and Cheese Hospitality at the end of one day. We may need to ask permission and Amy M. will inquire at the same time as she calls about the Breakfast sponsorship. It was suggested we target a 4 – 6 pm timeframe before the musical Freestyles and use an email blast to announce to our members. Discussion tabled until September meeting base on the information gathered by Amy M.

Wine and Cheese for the August Show: Carmi will spearhead the activity on Saturday evening. Look to do the prep (particularly the ice) around a break (Robin to work it into the schedule).

Nomination Committee:

Liz Lewis will chair the committee; Brooke Gibson, Carol Turanin, Diana Bicksler; Jan Bauman may yet volunteer. We have four spots on the Board open for election. Vacancies will need to be filled for Co-Chair, Education Chair, Secretary, Sponsorships Chair, and Newsletter Chair. Volunteers accepting these roles may choose to run for election in November, or be appointed to the Board.

Annual November Board Meeting: Last year the Chapter paid for a dinner (sans drinks) at \$25/person for a business social dinner after the Western Saddlery Event. Everyone who attended agreed that we should continue the practice. This year the Western Saddlery Event will be Nov 19th. Need a location which will hold our board.
Motioned made, seconded, passed to authorize \$30 per person (sans drinks).

Volunteer Coordinator Update: Gwen Lorio has formally accepted and is looking forward to the responsibilities. She will shadow Amanda at the LaJolla August Show.

III. Chair's Report: Linda Stalcup

Newsletter / Facebook Articles

Linda wants to get out a few articles. Good success w Facebook

Web report (on behalf of Ann Z.)

Home page on the Website is well received; 22%; 9% Shows; 6% for Chapter News. The Amateur link was also well received.

"Members Give Back" We are still looking for another charity or we may ask Bras for a Cause to join us again at the August show. Kris will check with the Save Mt. Diablo. Robin paid the booth fee for the Bras for the Cause (need to have that documented in the treasurer's report). Charity could have a booth and we simply need an audit trail.

III. Officer's Reports

2012 Awards Dinner

Amy gave update for the Friday, March 2nd dinner. Looks like Diana has a full committee. The key open volunteer spot is finding someone to lead the annual auction which is critical.

Treasurer:

Connie Dahl reported on our healthy account balances. Although Robin K. has more receipts to submit from the show expenses, at this time we have \$16,399.33 in the main account and \$472.94 in the Wells Fargo account.

Show Report:

Robin Katherman has started working on the August Show. Entries are low, but this is not unusual based on the date. Robin is downloading entries for the August show and it seems to be working.

Robin Lewis notified us that Dressage in the Almonds has cancelled their 3-Star show on Sunday (2nd year in a row) which would enable us to take the date this year and for the future (if we can upgrade, pay the fees and get a TD for this year). Robin K contacted Laurie Daniel-Smith about contracting the TD previously scheduled for Dressage in the Almonds (which may be the gating factor). There is a \$100 penalty to change the program. Kris K. offered to follow-up.

We will offer "opportunity classes" at the T-3 and 1-3 levels as a good opportunity to encourage more participation.

The judges will share a hotel room - Yea for the expenses.

Update on Morgan Wolf / Luna's issue. We are taking the low road, and Laurie is talking to folks behind the scene. However, the good news is that Morgan did not need our scores as she is currently in Kentucky. We have changed our premium to eliminate this issue in the future.

Newsletter:

Sponsorship Chair:

Amy R. is not here. Amy M. gave a brief update. Carmi mentioned that we need a vendor outreach program as she does not seem to be on any distribution list. Amy M. and Carmi

discussed this as an opportunity to promote the chapter as well as encourage contributions from vendors for show prizes.

Connie to email Amy R. a list of sponsor checks received and for what level.

Website:

Junior Representative:

Gabby/Linda Stalcup – Junior/Adult connection: the proposed walk is not coming together as well as we would like. Gabby and Linda will continue to look for another charity.

Gabby is still waiting to hear back from Shannon Peters to offer a junior clinic.

Discussion around finding a way to do congratulations to our 3 Juniors who went to Junior/Young Riders completion in Kentucky. Discussion centered around sending a note of congratulations and an edible basket (which is about \$50) per Junior. We believe they should be home in about 2 weeks. Motioned, seconded, passed to send edible baskets as soon as they are home. Gabby will order the baskets and write a thank you from the Chapter.

Education and Events:

Western Saddlery Event discussed earlier.

Equine Whole Foods Seminar (Gundi Younger) Saturday, November 5th from 3 – 6 pm. Location and speaker in place. Will start advertising later in the year. Exploring the difference between commercial and natural/whole food.

USDF Instructor Certification Program: We received a Grant (\$750) from the Dressage Fdn, and Emily sent a thank you note to the Fdn. The Thank You was published in the latest CDS Letters. We did not apply for the additional \$250 as we did not need it. Emily thinks this might be a good setting for next year for funding. We are looking to hold another seminar for about the same time next year.

Emily is willing to do it again, same facility, same instructor. Change in instructor would be additional costs as Rachael is the only instructor doing this on the West Coast. Emily will look for available Sun/Monday dates for next year. Emily is looking into if (as an offering for the professionals) we can also offer USDF credits. For the 2012 Clinic, the 1st offer of participation would be to the EB Chapter members, then expanded to the entire CDS. One of the opportunities Emily would like to see us do is offer better advertising for Leap of Faith as a good will gesture. This year Rachael S. offered a meet & greet to participants which was very well received - Emily would like to do that again but on Saturday. Emily also purchased thank you gifts for the demo riders. This was a huge hit and Emily will want to do it again. We also need a better sound system. Amy M. recommends we look into two different scenarios for instructors and let the Board vote on it including a Saturday Wine & Cheese. Emily will apply for the USDF grant again and budget for the Demo riders, trailer in fees and thank you chocolates (plus lunch if they want it).

Looking into the future, discussed doing a new survey for ideas for the fall.

Open Discussions:

Professional's forum – invite them all and ask them what they want. Use a professional facilitator, and feed them. Use Laurie's database to identify open riders, search BAEN, and email solicitation to the EB Chapter members.

Publish trainer certifications on the professional's page.

IV. Next meeting

Adjourned at 5:53 pm . Next meeting will be a Conference call, Wednesday, September 7th. 7 to 9 pm.

Respectfully Submitted,
Connie Dahl