

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
Wednesday, September 7, 2011

Call to Order: 7:00 pm
Adjourn: 8:27 pm
Chairperson: Linda Stalcup
Location: Conference Call

Attendees: Carol Alonso, Jan Bauman, Charley Cooper, Tinsley Davis Cohen, Gabriela Glumac, Robin Katherman, Amy Mezey, Wendy Morris, Linda Stalcup, Ann Zerega
Absent: Diana Bicksler, Connie Dahl, Kris Kalstrom, Emily McDonald, Amy Riker-McGirl, Justine Wilson
Guests: Gwen Lorio

I. Minutes from prior meeting:

Motion made/seconded/passed (m/s/p) to approve the minutes from 7-24-11 with minor changes.

II. CHAIR'S REPORT - Linda Stalcup

Adult Amateur clinic 10/21-23

Jan Bauman and Coby will be riding; Jan will donate her travel expenses to the chapter.

CDS Annual Championships, October 6-9

We have submitted payment of \$500 to CDS for a half page ad as well as sponsoring one of the morning hospitalities. At our last meeting there was a discussion about having wine and cheese for our chapter competitors at championships. We need volunteers to purchase the wine, put it on ice, bring cheese, tables, and get the word out to the chapter. If anyone is interested in helping, let Amy and Linda know.

Wine & Cheese at August 20 Show

This was a huge success again. The only concern raised was that it started a little late compared to the ending time of the show. In future we will advertise it as "after the last ride" rather than specifying a time.

Nominating Committee Update

The first email blast has gone out. There are two people that are interested in Sponsorships and Newsletter.

November "Annual Board Meeting" Dinner

Amy has been working on finding a location. It will be held after the sale at Western Saddlery.

Volunteer Coordinator Change

Amanda Apesos is stepping down as Volunteer Coordinator. A motion was m/s/p to: (1) accept Amanda's resignation from the Board as an appointed member and (2) move to appoint Gwen Lorio to replace her as an appointed member of the Board.

III. OFFICER'S REPORTS

Newsletter/Chapter News/Facebook update - Linda Stalcup

We have a very nice Facebook following; 125 people like it; 46 visits last week; 174 active users; this has been a very positive thing in terms of reaching out to our members.

Email BLASTS - Linda Stalcup

Linda received feedback that the Chapter is sending out too many email blasts. We will add a question to our survey to solicit feedback on this issue.

Shows report - Robin Katherman, Tinsley Cohen

Laurie Daniel-Smith, Kris Kalstrom, and Gwen Lorio will be the show committee next year. The new committee is looking at possible venues for next year. Next year our April show will be two 3 star days; the August show will be 3 star the first day and 1 star the second day. We brought in two S judges in August to allow our FEI competitors to be able to get two qualifying scores before the closing date.

Website - Ann Zerega

We are working on a new header that should be ready by the end of this year. Our service on the site has been better since we changed support service company.

2011 Annual Awards Dinner - Diana Bicksler

The first meeting is being held at Diana's house on September 28, 3:00-5:00 pm. If you want to participate on the committee, contact Diana, Amy or Linda.

Sponsorships Update - Amy Mezey

It will require a committee to fill the various aspects of Sponsorship when Amy R steps down. As yet no one has volunteered to oversee Sponsorships. We should have one person doing auction, one doing class sponsorships, etc. Contact Amy M know if you know anyone who would be suited to any of these roles.

Juniors Update - Gabby Glumac and Charlie Cooper

We have booked Janet Curtis from Southern CA to be the clinician for the Jr/YR clinic to be held November 12-13, 2011. She is a judge and is very involved in the education programs for Juniors. Janet has discussed doing a lecture Friday night that would include a discussion of the training scale, what she would be scoring, etc., so that people are prepared for the terms she uses during the clinic days. Gabby put together a budget--the total cost is \$2791; she would charge each rider \$125 per ride--that would cover \$2000 of the cost, so the net cost to the chapter should be around \$791. She plans for auditing to be free and open to adults as well. We will put out a blast on email and Facebook. Gabby is preparing a poster to hang up at barns in the area. The clinic will be held at Greenville Equestrian Center; Erica has agreed to let us use the facility free of charge. A motion was m/s/p to accept Gabby's budget and that the chapter agree to pay the difference of \$791 in costs that will not be covered by the fees charged to riders.

Education & Programs - Emily McDonald and Tinsley Cohen
Update on Equine Whole Foods Seminar - Amy Mezey

The first planning meeting will be held September 8, 2011, at 4:00 pm.

November 19 Western Saddlery Sales Event - Tinsley Cohen

We will do a gift certificate raffle like last year. Voting for Board member replacements will occur at this event. It will be held at the same time and location as previous ones.

IV. NEXT MEETING

Conference Call Board Meeting, Wednesday, October 12, 7-9 pm

Respectfully submitted,

Wendy Morris, Secretary