

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
January 29, 2012

Call to Order: 2 pm
Adjourn: 5 pm
Chairperson: Linda Stalcup
Location: La Jolla Equestrian Center

Attendees:

Elected Members:

xLinda Stalcup
xVicki Von Arx
xKris Reynolds Bernard
xConnie Dahl
xDiana Bicksler
xTinsley Davis Cohen
xKris Kalstrom
xGwen Loria
xCecilia Stolzer-Groete
xJenifer Case
Ann Zerega

Appointed Members:

Carol Alonso
xJan Bauman
Chris Rossi
xCharley Cooper
xGabby Glumac
Justine Wilson

Minutes from prior meeting approved Linda moved Vicki second

OFFICERS' REPORTS:

Report on Jr clinic -Gabby

Went well lecture was great. Started with a quiz of judging comments, why certain errors occur and how to fix them. Good b/c saw judges point of view. No negative comments about weekend. It was opened at the last minute to adults to fill. Both days filled 24 hrs before. All horses made dramatic changes with focus on rider position. People thought prices were reasonable, but some trainers thought prices were high. Cecelia said some trainers did not send students b/c too expensive, no trailer. Gabby called all junior members prior to the clinic and discovered some people no longer ride or phone# didn't work.

Charlie suggested putting into email about applying for CDS grants for clinic fees.

Gabby spoke about peoples various donations to clinic. Suggested putting which fees were waved on the flier. Linda suggested putting testimonials on web site. Connie thought the clinic broke even Linda needs exact numbers. Was setup well for auditing said Gwen which was free.

Report on CDS state meeting—Linda, Vicki

Linda reported on changes coming from central office. Juniors can expect changes on qualifying. Chapters need to be more fiscally responsible so that we can get more money from central office. Money requests must show how/why money will be used. Call Laurie Daniels-Smith with any questions. Want to know how chapter/community will benefit from the activity.

Kris asked if juniors were going to be put back into AA classes at annual show. Juniors will be encouraged to go to junior championships, but CDS may start having junior classes at annual show. Linda discussed year end review and basket at meeting which sold for \$100. Kris said that big ticket baskets don't sell. Lower price things sell better. Having lower priced items at awards dinner was discussed. Diana spoke about statues having a reserve on them and how the auctioning these items work.

Annual dinner report—Diana

Plans are going well. She got facility fee down to \$500 and is trying to keep food close to price from last year. The menu will include prime rib, vegetarian wellington, grilled salmon. Appetizers will be served this year. There will be a no host bar for cocktails. Dinner will also include a simple salad with poppy seed vinaigrette with Scot's special raspberry dessert. Angeline winery gave good prices on cab/chardonnay cases. She was able to get cork fee of \$10. Will have easel frames describing each auction item. Dinner starts at 7:30. We will be decorating with Blackhawk colors: black, off white. Car and horse table center pieces will be made and later drawn on. There will be a live auction for some really good things. Trophies have been returned, saddle pads purchased, certificates being worked on. Table will be designated for awards. Ticket sales went live on eq-entries yesterday. Cost per person not yet calculated but preliminary numbers show a loss of \$30 per person. Connie says money not made on dinner profits come from auctions (\$2-4K profit from auctions). Kris suggested a lower ticket price for people winning awards. Jan suggested those people could pay the jr price (\$55). Vicki suggested giving adult winners a bottle of wine with their certificates. Diana agreed to this. Juniors will get a \$10 Starbucks card. 2 hours of music to be played during cocktail hour will cost \$425. Background music during dinner will be played on ipod. Sound system to be determined. Board members need to be at facility at 5 pm.

Sponsorships—Cecelia

She has no signed contracts but many verbal commitments. She needs volunteers to pick up things. She went to Blackhawk plaza businesses to ask for sponsorships. Vendors suggested asking center management for sponsorships. She is looking outside of horse community for sponsorships. People who sponsor will get benefit of advertising. She suggests looking for sponsors who will give back to the community. Linda suggested a need to form sponsorship team.

Show report—Kris

Have signed contract w/ La Jolla which will match stall fee but she doesn't know how many stalls will be needed. She is working to get agreement with Yarra Yarra. Need 62 rides/day to break even which may be difficult especially at Aug. show. Diana stressed importance of having 2 judges both days of show. Tinsley addressed complaints about La Jolla: slipperiness of ramp between warm up and ring and need for 2nd lunging area. Connie addressed significant issues with power at La Jolla. Pony club donates food to shows. CDS pays for food for judges, scribes. Need to decide who else gets comp'ed for food. Kris says we need 124 rides over 2 days to break even on shows. Judges will be Routson and Schmutz (April) Roth and Richardson (August). Linda says we need a show program committee. Vicki asked if gold and platinum sponsors automatically get ad space in show programs. Linda answered yes. Class sponsorship paperwork is on email blasts about the shows. Kris is changing class sponsorship prices. People who pay in advance get a lower price than people who pay at the show. Kris asked about insurance for the shows. Tinsley said that we have to send in a form 60 days in advance to get the insurance from CDS.

Chapter News—Jennifer

She will be writing article about Jr. clinic and clinics in general. Linda offered to help her put the article on the web site.

Education and Planning--Tinsley

May 19 preferred date for Western Saddlery event 2:30-5. She thinks it is a good idea to have 2 education chairs if we want to have many events. She only has time to plan the 2 western Saddlery events.

Treasurer—Connie

We have \$14,525.53 right now. We made \$2300 profit last year from sponsorships and grant money, \$1100 came from CDS. We have \$1165 in show sponsorship. Silent auction raised \$6700 last year. Last year's dinner cost \$9000. Western Saddlery events cost \$825 for food and gift certificates. Member events income is \$8500 out flow was \$9000, so there is a \$500 loss. Overall, we made about \$2000 on shows. She expects to break even this year. Tinsley suggested having 1 unmounted event per year. Vicki expressed the need for better outreach to members for attendance for events.

Other Business:

Jan needs help with more effective email blasts and use of a better program. Ann was volunteered. Jennifer said she would help as well. Connie suggested having a club budget.

Next meetings: 2/21 conference call 7-9 pm, in person 3/18 2-5 pm

Adjourn time: 5 pm