

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting

Call to Order: 3pm
Chairperson: Vicki Von Arx, Linda Stalcup
Location: San Ramon Cabinet Center

Attendees:

Elected Members:

- x Linda Stalcup
- x Vicki Von Arx
- x Kris Reynolds Bernard
- x Connie Dahl
- x Diana Bicksler
- Tinsley Davis Cohen
- Kris Kalstrom
- x Cecilia Stolzer-Groete
- x Jenifer Case
- Ann Zerega

Appointed Members:

- x Jan Bauman
- Charley Cooper
- Gabby Glumac
- x Gwen Lorio

Approved: Linda moved to approve minutes. Vicki second

OFFICERS' REPORTS

Connie

Vicki read a thank you letter from Gundi Younger. Semi-final numbers for the dinner are in but people still owe for bids. She found a new website for payments. There were a couple people who took things that they had not bid/paid for. Jan suggested removing the items once bidding is finished. Connie also needed some sort of master list. Auction item sheets 2, 11, 26, 28, 41 47 f and g and 58 are missing. Cecilia said that #2 was the sculpture and #58 was the Winterprinz breeding. 38 A and B were never put out. Jan realized she never paid for 1 of her items but did not pay for it so she will pay. Profit \$7156.50. Income of \$16581.50 expenses \$15468.51 income of \$1112.91. Vicki says she thinks that the dinner needs a bigger fundraising component. Emphasis needs to be on fundraising not awards dinner. Jan says she always thinks of it as a fund raiser and that because we are not a great cause people don't think of it as a fund raiser. Cecilia brought up the point that many people cannot afford both the dinner and fundraiser. Connie says that we have \$18063 in the bank. Vicki suggested having and on line and on site auction for next year. Vicki said that the chapter subsidized the tickets. The event cost \$92/person.

We need to figure out what our goals are for the year. Jan suggested getting top name clinicians and subsidizing the entry fee. Connie suggested buying slots in various clinics. Connie suggested asking trainers which clinicians they would want to bring in for their students.

Connie suggested sending out a summary of where the money goes to the membership. Diana thinks that the mindset of the dinner being a fundraiser is not there. Connie says that the dinner is actually our annual meeting. She also suggested being more transparent in how we use our money, for example, 20% of our money goes to sending young riders to national championships.

Vicki suggested making a motion about the types of clinics we want to have. Linda wants everyone to come to the next meeting with 2-3 sentences about how our mission statement should read. Back to the

dinner. Vicki suggested having protocols for our events. Connie suggested a checkout system of needing the receipt to collect the item which would be helpful in avoiding items going missing. After much discussion it was decided that only 1 item truly disappeared (Back to Health Chiropractic). Diana does not want to organize future awards dinners. She is willing to help but feels that it is too much with her responsibilities. She will pass on check lists and other planning documents to the next person who plans. Vicki will check prices for venues for next year. Cecilia will be sending thank you letters to people who donated items.

Cecilia

She had some questions about emphasis of certain sponsors for the shows. Linda talked about having templates of forms for various levels of sponsorship ads. There was discussion of which printers to use. Linda will look for sponsor logos.

Shows

Contracts, food vendors, farrier, transport of arena, port-a-potties are all done. The show is filling up but there are only 5-6 stalls available. Hotel for TD and judges is reserved. There is a million dollar policy necessary for driving the judges around. Carmi Weininger is looking into ability to drive. We may have to have the judges rent cars. Photo/video are reserved. It costs \$425 for setup. There is \$35/day for stabling. Scribes are arranged. Diana said she might be able to do some of the ring stewarding. Gwen is emailing people who have volunteered in the past. There will be an email blast for volunteers later as needed. We need gate keepers. Carmi Weininger (vendor sponsor coordinator) is working to avoid overlapping vendors. A new vendor will be asked to only bring tack so that she does not bring the same items as another vendor. There will be gift bags for volunteers. We don't know numbers of entries yet.

Jennifer

Vicki talked about need to update news letter. She will have a 3-4 part series on clinics. She wants to put bios and pictures on web sites. Vicki suggested having quick stories/news bits about happenings at various barns. Jan suggested making sure people featured are members. She will have the dinner article done by the 23rd. She wants to do an article on how different facilities are coping with the times. Vicki suggested keeping focus on trainers/riders. She will also put in information about how money is spent and advice on how to prepare to ride in clinics. Vicki wants the Facebook page changed back to the original format from the timeline.

Education

Western Saddlery event is ready to go. Gundi Younger is willing to do another whole foods seminar but Diana feels like we need another speaker because Gundi is a Biostar rep. Cecilia says she knows an equine nutritionist who is not affiliated with any product. She can make custom diets for horses if necessary. We talked about having multiple perspectives about a particular topic. Vicki asked about wanting a meeting about safety and first aid. She also talked about the idea of having a tack swap. Rachel Saavadra agreed to do the judging clinic again in the fall at Leap of Faith.

Website/Facebook

There were many hits after the dinner. News bits are good for Facebook. Send them to Linda who will post. Jan will do an email blast about our Facebook page and asking people to like us.

Vicki

She says we have no demographics on our members. We discussed whether or not to include questions about income. Jan says that the software is not super secure so we might not be able to keep information private. Jan suggested looking at a survey about dinner that was done a couple years ago rather than repeat the section on the newest survey. Gwen and Tinsley want a question about volunteering. It was decided that would be better dealt with separately. There was some discussion of selection of judges for shows.

OTHER REPORTS

ADDITIONAL BUSINESS

NEXT MEETING

Adjourn time: 6:46 pm