

MINUTES
CDS East Bay Chapter Board of Directors (BOD) Meeting
May 22, 2012

Call to Order: 7pm
Chairperson: Linda/Vicki
Location: conference call

Attendees:

Elected Members:

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

Appointed Members:

- Carol Alonso
- Jan Bauman
- Chris Rossi
- x Charley Cooper
- x Gabby Glumac
- Justine Wilson

Approved: Vicki asked for a correction to minutes. Connie moved to accept. Linda 2nd.

OFFICERS' REPORTS

Chair Report

Adult and professional part of the survey is nearly done. Gabby provided pertinent questions for the junior. They will go out in about 2 weeks. She has taken a stab at writing the mission statement. Connie said she would try to edit. She also built job descriptions based on descriptions from CDS.

Juniors

Not much going on with juniors except the survey. The survey asks what can we do to better communicate with them and how can we serve them. She is ready to start thinking about planning another junior clinic. Jan Curtis offered to do a clinic. Gabby wants to find out what would be a good time for the clinic. Jan will be coming out to judge a show at Greenville (August) so the clinic would follow the show. Someone suggested giving previous riders priority for filling the clinic. Gabby will research junior clinic that will happen this summer. Vicki wanted to know if Jan Curtis was well received and wanted to know if we should go for a bigger name. Connie thinks that the problem of filling the clinic is a combination of things. Jennifer has notes from interviewing a parent/child after the clinic. She has Hubert (?) coming from the Spanish Riding School and wanted to know if juniors should have a special auditing fee. If we get a big name, we should try to negotiate a lower price for juniors. Linda thinks we should see what the interest is for Jan Curtis before moving on to other options.

Awards Dinner

Emily McDonald has agreed to chair the event with Judy Burne who has much experience with silent auctions. Diana said she would do the decorations.

Sponsorships

All ads from April show will be confirmed for August show. Ann needs updated list of sponsors and logos. Kris sent thank you letters to the people who donated their show entries.

Shows

Kris has not really started thinking about the August shows. She will start sending out information in June. We need to start applying for show dates for next year. Later in April would be preferable so that we don't have to cancel again. Someone suggested looking for a place with a covered ring rather than looking for a different date. Kris discussed the difficulties of the various facilities in the area with covered arenas. Diana suggested having a liaison between CDS and LaJolla. Leap of Faith Farms was suggested as another possible site for shows. Jennifer said she would go check out Leap of Faith.

Public Relations

We had Ann take off some spaces for old news, but we need to keep more new news stories coming on to the site so that it does not appear to stagnate. Linda suggested having a trainers' corner on the site. Any good news stories from any of our respective barns can be sent to Linda or Jennifer for inclusion on the site.

Western Saddlery Event

It cost \$241. Angela Ridgeway and Tracy Hill won gift certificates. 70 people attended the event. Other types of nutrition and holistic events were discussed. Someone suggested we only hold events where products are not being represented/sold.

Volunteers

Nothing to report at the moment

Treasurer

Current balance: \$12231.29 which is about a \$5000 drop from March due to show refunds and deposit on 2013 dinner. She also has a \$1500 check from equestrian entries to be deposited. It looks like the August show will be profitable if the show is well attended.

Web Site/Facebook Report

The whole foods article is still getting many hits. Mostly people are getting show information.

ADDITIONAL BUSINESS

The show committee will meet in June. We have a conference call July 17 this may be changed to an in person meeting. September is nominating time.

Adjourn time: 8:45