

**CDS EAST BAY CHAPTER  
BOARD MEETING 1-12-2013  
AGENDA**

**Location: Emily McDonald's home**

**I. APPROVAL OF MINUTES FROM 11-17-12 MEETING**

**II. CHAIR'S REPORT**

**Schedule of Events:**

January – BOD meeting 1-13-13 3 p.m.  
                  CDS General meeting 25-27<sup>th</sup> Long Beach  
February – BOD meeting - phone  
March – Annual Dinner 3-8-13  
April – Western Sale  
          Show  
          Meeting  
May – meeting – Phone  
June – meeting/Biomechanics seminar?  
July – meeting  
August – Show  
September – meeting  
October – meeting  
November – Meeting/Elections/ Western Sale  
December – Happy Holidays!

**III. OFFICER'S REPORTS**

**Awards Dinner/Auction – Friday, March 8, 2013, Emily McDonald**

**2013 Dinner-Auction FINAL KICK OFF!**

- 1) Program
  - a. Cover- done
  - b. Confirm Sponsors- Cecilia
  - c. Design program- Crystal
  - d. Print- Vicki
- 2) Awards
  - a. East Bay Show Awards Certificates- Justine
  - b. Inform winners- ?
  - c. Engraved Perpetual Trophies- ?
  - d. Volunteer of the Year awards- Gwen and Connie
  - e. Any other “prizes”? Who gets prizes?

- f. Wine to all sponsors- again this year?
- 3) Slide Show
  - a. Simple revolving pictures- audio included!
  - b. Ensure we have pictures of the winners- ?
  - c. Compile the pictures onto a file/disc- ?
  - d. End of February all pictures submitted
  - e. Horses' Honor video- end of February submitted
    - i. Send a disc and a backup on a thumb drive
- 4) Center Pieces- Diana
  - a. "Sell" them to highest bidder again?
- 5) Dinner Details
  - a. Place Cards- Justine?
  - b. Photographer- Debbie confirmed?
- 6) Presentations-
  - a. Speaking responsibilities – Vicki MC, Kris awards
  - b. Anything missing?
- 7) Volunteer Positions
  - a. Check in- Charlie
  - b. Check out- (5 or more on staff)
  - c. Auction Set Up (5 people)
  - d. Greeter at the door - Vicki
  - e. Awards assistance
  - f. Center Piece set up
  - g. Wine assistance
- 8) Wine
  - a. Get wine from Cecilia
  - b. Agree on "safe amount" to have on hand for dinner (3 bottles of red and 3 bottles of red per table of 10)
  - c. Get wine to Blackhawk ahead
  - d. Donations – Charlie
  - e.
- 9) Press
  - a. Email blasts, FB posts, website
  - b. Barn posters- please put one up at every barn! Personal invites from board members
  - c. Junior Representative- Gabby – get juniors involved, excited!
- 10) Audio/Visual/Lighting
- 11) Blackhawk Update
  - a. Seating schematic (dinner and auction locations) sent to Beverley
  - b. When can we get into the location for set up?
- 12) Live auction- not this year?
- 13) Diamond Raffle?
  - a. Spitz Jewel
- 14) Silent Auction
  - a. Past donors- Work with Cecilia
  - b. In person delivery of Auction Package
  - c. Assembling Items- Judy's house

- d. Size of items for those arriving night of the dinner
- e. Payment options for check out
- f.

15) Raffle Tickets:

-\$10 for one/\$25 for three to win big CDS bottle of pinot

16) Sponsors:

- a. decorations
- b. wine corkage
- c. wine for tables
- d. programs

17) Founders of EB Chapter – Joanne wants to write an article, host them at the dinner and give them plaques at the dinner  
Status: No further follow-up from Joanne.

**Sponsorship Update: Cecilia Stolzer-Grote**

- Sponsorship Directory set up on Website
- All ads current on Website
- Any new sponsors to report?

**Public Relations/Chapter News: Vicki Von Arx**

- Vicki taking lead on coordinating all posts to Facebook and Website. All communications/eblasts/posts should be sent to her and she will distribute for either an eblast, FB post or website posting.
- Still need to recruit reporters from various barns to submit stories – Jennifer any luck?
- FB Membership is up with an average of four new people per week.

**Education & Programs: Diana Bicksler**

- - BioMechanics of horse and rider
  - Connie volunteered her barn as the location for chapter events
- Need for Volunteers to help organize
- Cecilia report about UC Davis Horse Day?

**Juniors Update: Gabby Glumac and Charley Cooper**

**Shows Report: Kris Kalstrom**

- Show Secretary still needed – anyone have any ideas for volunteers
- Budget set?
- Going forward: the need to pay a show secretary?

La Jolla will be used for the April show, Yarra Yarra will be used for the August show. These will both be two ring shows.

All staff has been recruited and scheduled except Show Secretary

- Vendor recruitment and coordination – Vicki Von Arx
- Sponsor situation – banner placement – Cecilia, do we have banners from our sponsors?

\*\*\* Per October's meeting we have agreed to:

Change fees to \$50 per classes T-4, FEI stays at \$55

Office fees to \$20

Give only \$5 discount for electronic entries

**Volunteer Report: Gwen Lorio**

- Awards Dinner team recruitment
- April Show volunteers

**Treasurer's Report: Connie Dahl**

- Monthly Financial Report
- Annual Dinner Budget to date

**Website and Facebook Report: Ann Zerega/Vicki Von Arx**

- Analytics report
- Need to set up the "dedication stream" on our website. \$25/month – how many characters?
- Jennifer to pursue articles for three new sections:
  - Trainer's Corner- short paragraph on solution to common training issues
  - Scene on the Circuit – wrap up of local show news and results-no more than two paragraphs each
  - Educational articles – can be up to 800 words long

**Membership Report: Georgia Langsam**

- New members?

**IV. ADDITIONAL BUSINESS**

- Schedule Future Meetings

**Meeting Attendance Reminder:**

Your time and efforts for the EBCDS chapter are greatly appreciated by all. Please do your best to keep everyone apprised of where projects stand and if you need assistance from other board members or volunteers. Thank you ALL for your participation on the EB Board!

**Reminder of Job Descriptions for BOD positions:**

**Chair/Co-Chair: Vicki Von Arx**

- Fullfill the duties described in the CDS BY-Laws: Article XII, Section 2.
- Ultimately responsible for all communications with the Executive Board of CDS, the Central Office and reporting chapter activities to "Dressage Letters."
- Oversee the various chapter activities, coordinate activities, and or offer assistance to each Chairman when necessary.
- Keep track of all activities, budgets and maintain fiscal fitness of club.
- Attend Annual Meeting and report back to Chapter.
- Coordinate Annual Awards Dinner timeline, make appropriate introductions, and awards presentations assistance, socialize with membership.

**Secretary: Kris Bernard**

- Take minutes of the chapter meetings.
- Keeps the membership file and the chapter By-laws and Standing Rules up to date.
- Prepares and emails all chapter communications with the approval of the chapter's executive board.
- Prepares ballots and validates elections.
- Maintains chapter supplies.
- Acting Chapter Historian keeping a complete and accurate record of all chapter activities and a chronicle of the growth of the chapter.

**Treasurer: Connie Dahl**

- handles all funds received and paid out by the chapter.
- Banks funds in a bank approved by the chapter's executive Board.
- Issues receipts for monies paid into the chapter.
- Has all checks counter-signed by the Area Chairman or Co-Chairman
- Maintains a complete record of all business transactions and is prepared to report on the financial status of the chapter at all times.
- Serves as a member of all committees engaged in fundraising and handles all money transactions at those events.

**Membership: Georgia Langsam**

- Contacts prospective members and makes chapter literature available for interested individuals at all chapter activities.
- Sends a welcome letter to all new chapter members
- Sends out e-blasts and all other communications to the membership.

**Public Relations/News: Jennifer Case**

Works to enhance the chapter's image with the chapter members and general public. Communicates news of the chapter's activities for the chapter's Facebook pages, On-line newsletter, website and Dressage Letters.

**Events/Programs: Diana Bicksler**

- Plan and implement various social and educational activities for the chapter. This includes organizing volunteers and writing the publicity materials for distribution.
- Western Saddlery events
  - Clinics

**Activity Directors:**

Plan and implement social activities – this includes organizing volunteers, and writing publicity materials for distribution:

- Annual Awards Dinner – Emily McDonald/Judy Byrne
- Fund Raising events at horse shows

**Sponsorship: Cecilia Stolzer-Grote**

Handles all outreach to the chapter and general community for donations of either products or cash, to help support the Chapter's activities (Shows, annual awards dinner).

- Outreach letters
- Follow-up letters for tax purposes
- On-going relationship maintenance

**Horse Show Manager – Kris Kalstrom**

- Plans, coordinates and implements all aspects of the show
- Puts together a management team: show secretary, vendor director, volunteer coordinator, rider services, facility coordinator, Food Vendor
- Coordinates all future show dates with the Central Office by June 1.
- Selects and retains judges, TD's, Emergency personnel, horse shoer and vet
- Purchases all ribbons and non-donated prizes

**Vendor Management:**

- Procures and maintains relationships with vendors that want to sell wares at horse shows.
- Manages space requirements, layout of "vendor village", electrical needs

**Volunteer Coordinator: Gwen Lorio**

- contacts all event managers to check for volunteer needs (Shows, Awards Dinner, Western Saddlery, Clinics)
- handles all outreach to the chapter members for volunteering (e-blasts/Facebook/newsletter)
- keeps track of all volunteer hours
- assigns tasks to volunteers for annual dinner
- schedules volunteers and tasks for horse shows per show manager's requests

**Webmaster: Ann Zerega**

Manages format, content, design. Updates as necessary. Sets up new user accounts. Manages and reports on Google SEO/Analytics.