

**CDS EAST BAY CHAPTER
BOARD MEETING 2-26-2013
AGENDA**

Location conference call

I. APPROVAL OF MINUTES FROM Jan . MEETING

II. CHAIR'S REPORT

Schedule of Events:

January – BOD meeting 1-13-13 3 p.m.
CDS General meeting 25-27th 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

Lots of nice items have been donated

RSVP count only 102 at this point – Murietta show taking people away

Board to pursue people to come

More blasts and facebook posts to come

Pick five people to pursue to come

Slide show coming together- still need board photos

****VVA- pick up flowers for outgoing board members*

Program/show flow:

-MC: quick and concise

****-arrange certificates in order of go*

-Share awards with Kris Kalstrom

Justine will make dinner selections cards

Connie will make name tags – put table number

Name tags and dinner cards will be in the plastic pin on tags

Give Emily phone numbers of board members

*****VVA- Do a wine raffle or not? How to make it work?*

Super silent auction items: diamond necklace, wine bottle, Tuscany dinner, bears at Zoo,

Drop dead res date is March 6

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-GWEN & JUDY SCHEDULE
 - 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 Jewelers
 - b. Connie
- 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

We're up to the same level as last year, but have a better variety

- 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.

****Ann send passwords to Gwen and Georgia for FB*

**** Set up Twitter and Instagram – Gabby*

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-yes

WESTERN SALES dates

Double check with Frank

VVA – done March 7

Juniors Update: Gabby Glumac and Charley Cooper

Gabby, set up Twitter and Instagram accounts to reach out to Juniors

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?

*VVA***Show Program- VVA and Crystal*

*VVA***Vendor Village from Carmi's doc near the porch*

Show Secs?

Dawn Benson

Karena- will help Kris with April and maybe do August

*VVA***Class Sponsors email, with a template that they fill out on-line and collect money-checks to Connie and she will scan*

- *** 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?
- *Develop welcome letter with calendar of events

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.