

**CDS EAST BAY CHAPTER
BOARD MEETING 4-30-2013
AGENDA**

Location: Conference Call

I. APPROVAL OF MINUTES FROM February MEETING

II. CHAIR'S REPORT

Schedule of Events:

May – meeting date - No? , Biomechanics seminar – 19th
June – Western Sale June 1 with BOD meeting afterwards. Vicki will reserve restaurant
July – 2nd meeting
August – Show 17^{***}/18^{*}
September – meeting TBD
October – meeting TBD
November – Meeting/Elections/ Western Sale TBD
December – Happy Holidays!

III. OFFICER'S REPORTS

Annual Awards Dinner:

-Final Numbers: Connie \$881 to Chapter / \$4385 to Horse's Honor

-Outstanding Items to be done:

*plaques and saddle pads mailed – Vicki

2013 Dinner: Vicki

-Team:

Kelly Burns –Gaoiran – Team Leader/Venue manager

Auction leader –still TBD,

Possible team members: Brooke Gibson, Jennifer Dunston, Amy Mezey

Charity selection: Vicki will send out the list of charities to BOD for voting

Venue: Casa Real at Ruby Hill Winery, Livermore – booked March 21st

Vicki will send photos of Casa Real to BOD

Donation: To ensure that we break even on the event, it was decided that we will give 50% of the net profits to the charity and increase the amount if we can. Kelly suggested we might assign the profits from certain Auction items to be fully donated, i.e., The Wine Table, Jewelery, etc. which might encourage attendees to bid higher.

Sponsorship Update: Cecilia Stolzer-Grote – Not Present

- Sponsorship Directory set up on Website
- All ads current on Website
- Any new sponsors to report?
- 2014 Sponsorship guidelines: need to discuss In-kind values, no program printing, add in ability to “market” at our events?

Vicki to send Dr. Amanda Apesos a new sponsorship letter – Gold level – for High point halters.

Public Relations/Chapter News: Vicki Von Arx

- Facebook and website articles are continuing.
- Need to load photos from auction and horse show – Vicki & Ann
- *** Set up Twitter and Instagram – Gabby - ?

Education & Programs: Diana Bicksler

- Update on BioMechanics of horse and rider – May 19
 - 4 Speakers, Pony Club will do Lunch, Connie will have Alex help with set-up
 - Georgia will send out eblast again, as well as attempt to load our mailing list into an Evite so that RSVP's can be taken
- Needs: Chairs and tables
- Western Sales Dates: June 1, November date TBD

Shows Report: Kris Kalstrom

- April Show Results:
 - Number of entries: 63 horses, 177 rides
 - Expenses - \$12,011/Income: \$14,578
 - Venue overview: Positive from attendees. A bit more difficult for Show Manager as owner needs more communication, and doesn't give the same assistance as YY does. Hard to get volunteers for set-up and tear-down. All stabling fees go to the owner of LJ.

-All reports are in to USDF/USEF/CDS

Vendors: 4: Income \$145

- Show Secretary: update, TBD
- Budget set for August show? Approx. \$12K
 - Vendor recruitment and coordination – Vicki Von Arx
 - Sponsor situation – banner placement – Cecilia, do we have banners from our sponsors? Vicki has the Whimzey's banner
 - Photographer: Kevallyn Marie Photography or Alan Jarvis – Kevallyn is confirmed, Alan is back-up. Vicki will confirm all beginning of August.

-Class Sponsors: who will take the lead?

-Order Ribbons by August 1

*** 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

- Gwen is gone for two weeks prior to show, we need someone to help confirm volunteers during her absence.

Volunteer Report: Gwen Lorio

- -Can "teams" be built with a one year commitment?

Treasurer's Report: Connie Dahl

- Monthly Financial Report \$23,000 Balance (w/o show income)
- Annual Dinner Budget to date: Connie to send \$2000 deposit to Casa Real along with signed contract.

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? 5 new members
- *Develop welcome letter with calendar of events –Georgia will develop a welcome letter including:
 - the names and contacts of the BOD,
 - our 2013 Calendar of events,
 - any updated flyers,
 - the website address and FB page info,
 - invite them to volunteer

IV. ADDITIONAL BUSINESS

- Schedule Future Meetings –see schedule above

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.