

**CDS EAST BAY CHAPTER
BOARD MEETING 6-1-2013
AGENDA & MINUTES**

Location: Girasole Grill

(Agenda in Black type/Minutes are in Blue Type)

In Attendance:

Connie Dahl - Treasurer
Gwen Lorio- Volunteer Chair
Diana Bicksler - Educational Chair
Vicki Von Arx_ Chair
Georgia Langsam - Membership Chair
Cecilia Stolzer-Grote - Sponsorship Chair

I. APPROVAL OF MINUTES FROM APRIL 30TH MEETING

Connie moved and Gwen seconded the minutes approval

II. CHAIR'S REPORT

Schedule of Events:

July - 2nd meeting - to be a conference call
August - Show 17^{***}/18* -no general meeting
September - meeting TBD
October - meeting TBD
November - Meeting/Elections/ Western Sale, November 9th
December - Happy Holidays!

III. OFFICER'S REPORTS

Board of Directors Updates:

Vicki Reported the following:

-Kristine Reynolds resigned from the Board due to family commitments. Connie and Diana suggested we ask Wendy Morris if she would rejoin as Secretary.

-Kelly Burns-Gaorian is the new Annual Dinner Team leader

-Kristine Ditano, a member, has volunteered to be the barn/trainer liaison encouraging barn/trainer participation in the chapter's activities

-The chapter approved, and a \$1000 check was sent to the Oklahoma State University Vet School to help with the costs related to medical care for the horses injured in the recent Tornados that devastated parts of Oklahoma.

2013 Annual Dinner: Vicki

-Team:

Kelly Burns –Gairan – Team Leader/Venue manager

Auction leader –we are still seeking an auction team leader. Vicki will post another request to FB.

Possible team members that Kelly will pursue: Brooke Gibson, Jennifer Dunston, Robin Lewis

Charity selection:

BOD reviewed the list of potential charities that was developed earlier in 2013. Horse's Honor is still a favorite, however, Connie is going to look into Canter Horse Rescue and Cecilia will look into Oakdale Equine Rescue to see how they match up to our criteria -- we want to select the group that uses the highest percentage of monies donated directly for the animal's welfare and not administrative costs.

Venue: Casa Real at Ruby Hill Winery, Livermore – booked March 21st
(see attached photos)

Donation: 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, Jewelry, etc. which might encourage attendees to bid higher.

BOD agreed to this donation percentage.

Sponsorship Update: Cecilia Stolzer-Grote

- Sponsorship Directory set up on Website
- All ads current on Website? - Not all sponsors have sent in ads, Cecilia to follow-up on list provided by Ann Zerega
- Any new sponsors to report? – Amanda Apesos D.C. - \$500 in high point halters for our April Show
- 2014 Sponsorship guidelines: need to discuss In-kind values, no program printing, add in ability to “market” at our events? Vicki is to re-align our sponsorship benefits to better fit the chapter's abilities to provide the said benefits (i.e., programs are difficult to produce since we don't have a graphic designer with the extra time needed to produce) Other ideas for benefits include: flash drives pre-loaded with URL links to all of the sponsor's websites, simplify the programs to include a list of sponsors only since ads are so difficult to procure.
- Ann is finishing up inserting sponsor links on the website – She has provided Cecilia with a list of sponsors that need follow-up

- Continuation of sponsor outreach – Cecilia will do the 2014 letters to current sponsors, however, she does not want to be responsible for getting new sponsors. The BOD will search for a person to take on this role.
- Vicki to schedule a clean-out *the shed day with Patrick Adams. We need to see if there are any gift time items that we can offer to sponsors, at horse shows, etc. Suggested date is Sunday, June 23 from 9-1. Vicki will advise as to Patrick's response.*

Public Relations/Chapter News: Vicki Von Arx

- Facebook and website articles are continuing to be posted – reach continues to range from 100-150+ people clicking on our posts. Still averaging 5 new members per week.
- Vicki wrote press release on the chapter's recent activities and sent to all local media outlets along with the photo of the check presentation to HH – The Danville and Concord Patch both picked up the article. Vicki is continuing to pursue an article with Diablo Magazine. It was suggested that we pursue an article in Ride Magazine.
- Need to load photos from auction and horse show – Vicki & Ann
- Twitter and Instagram accounts have been set up by Gabby

Education & Programs: Diana Bicksler

- Update on BioMechanics of horse and rider – May 19
Attendance – 14 members /4 non-members
Lessons learned – timing: don't schedule during a horse show weekend/winter is a better time for seminars as long as they are indoors/ limit to 3 hours.
Wrap-up article for website needed – Diana has written and sent to Vicki

-Discussed the possibility of holding a series of 1 hour programs/with a wine and cheese social hour at different barns. Locations need to have nice indoor area if done in the winter. Kristine Ditano could coordinate locations.

-Freestyle seminar was shelved as the membership attendance won't support the effort.

- Western Sales Dates: June 1 – eblasts and FB posts go out every couple of days – 47 attendees (normal is 75-80), it seemed to be successful socially
- Need someone to take photos during the event for posting
- Need volunteers to man check -in
- November date: 9th
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Shows Report: Kris Kalstrom – Kris was unable to attend due to illness

August show details:

- Volunteers:Gwen is gone for two weeks prior to show, we need someone to help confirm volunteers during her absence.
- Show Secretary: update
- Budget for August show approx. \$12K

- Vendor recruitment and coordination – Vicki Von Arx
- Sponsor situation – banner placement – Cecilia, do we have banners from our sponsors?
- 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?
- Ribbons ordered? (by August 1)
- Show Program will be done in Black and White with all sponsor's ads – Vicki

**** 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

- -Can "teams" be built with a one-year commitment? Any progress on this?
- Gwen reported that this is difficult as no one will commit until the last minute.

Treasurer's Report: Connie Dahl

- Monthly Financial Report \$21,000 Balance
- Connie sent \$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? What is best way to have people pay for dedications?
- Kristine Ditano to pursue articles for two 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

Membership Report: Georgia Langsam

- New members? 8 new members
- *Develop welcome letter with calendar of events
- Georgia developed 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,
 - invitation to volunteer

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!