

**CDS EAST BAY CHAPTER
BOARD MEETING 7-2-2013
MINUTES**

Location: 7:30 p.m. conference call

All discussions and action items are in italics

Attended:

Gwen Lorio

Vicki Von Arx

Kris Kalstrom

Cecilia Stolzer-Grote

I. APPROVAL OF MINUTES FROM JUNE 1st MEETING

Minutes approved, Vicki moved, Kris seconded

II. CHAIR'S REPORT

Schedule of Events:

July – 2nd conference call, 9th – Annual Dinner meeting

August – Show 17^{***}/18^{*} -no general meeting

September – *no meeting*

October – *October 7*

November – Meeting/Elections/ Western Sale, November 9th

December – Happy Holidays!

III. OFFICER'S REPORTS

Board of Directors Updates:

-BOD approved a \$1000 donation to the Region 7 JR/YR teams to help support their trip to Kentucky. Six out of the eight riders are from our Chapter. In return, we have asked the local riders to work at our show in August, write articles for our website and help out at the Annual Dinner.

Vicki – Per our pre-requisite, the East Bay Chapter JR/YR team members volunteered during the August Show as well as wrote their individual stories for the website and FB. The chapter did a presentation of the riders during the lunch break at the show.

Vicki -Liz Lewis has volunteered to take Kristine Reynolds place as chapter secretary as of January 2014.

2013 Annual Dinner: *Vicki – below are Annual Dinner Team members*

Team:

Kelly Burns –Gaoiran – Co-Chair/Venue manager
Robin Lewis – Co-Chair
Georgianne Benesch – Auction team leader
Kristine Ditano – barn liaison

Other possible team members that Kelly will pursue if needed: Jennifer Dunston

Charity selection:

*Please select one for this year:

Horses' Honor Rescue – a vote took place and was unanimous to continue raising funds for this charity based on their ability to give 100% of donation directly to feed and care for the horse., Vicki to contact group and advise of their selection.

Canter Horse Rescue
Oakdale Equine Rescue

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

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. *This amount was voted on and approved unanimously.*

Sponsorship Update: Cecilia Stolzer-Grote

- Sponsorship Directory set up on Website
- *Not all sponsors have sent in ads, Cecilia to follow-up on list provided by Ann Zerega
- Any new sponsors to report? *Cecilia – No new sponsors*
- 2014 Sponsorship guidelines: Vicki re-worked sponsor/donor benefits for 2014 to better fit our ability to provide the stated benefits. *Group approved new guidelines*
- Other ideas for benefits include: flash drives pre-loaded with URL links to all of the sponsor's websites; simplify the show programs to include a list of sponsors with their Logos and contact information instead of ads to keep down production costs. *This idea was not well liked*
- Ann is finishing up inserting sponsor links on the website – She has provided Cecilia with a list of sponsors that need follow-up to provide their links.
- 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.

**Cecilia – please speak to Georgianne Benesch about helping with this.*

Public Relations/Chapter News: Vicki Von Arx

- Facebook and website articles are continuing to be posted – reach continues to range from 100-350+ people clicking on our posts. Still averaging 3-5 new members per week.
- Ann created a new photo gallery for our website and loaded photos from auction and horse show
- Twitter and Instagram accounts have been set up by Gabby. She continues to post news as it comes up.
- *Discussed possibility of mailing postcards to our members to boost attendance at various events. Vicki is to get pricing on extra-large postcard production and printing.*

Education & Programs: Diana Bicksler

- Western Sales Dates: June 1- 47 people attended / November date: 9th
- Need someone to take photos during the events for posting
- *Discussed timing and types of events that might bring in more attendees.*
- *November/December/January were named as best possible months for clinics since it doesn't interfere with the show schedules.*
- *Also being considered are a series of two-hour mini-sessions on Saturday or Sunday mornings.*
- *Diana is to put together an eblast to check member interest in the following: -Freestyles, Trailing, and Ride a Test (end of 2014)*

Shows Report: Kris Kalstrom August show details:

- **Volunteers:** *Gwen is gone for two weeks prior to show, we need someone to help confirm volunteers during her absence. – Cecilia volunteered to take over during Gwen's absence.*
- **Show Secretary:** update – *Kris said that she has help from Kelly Burns-Gairan and Ruth Shirkey.*
- **Budget for August show** approx. \$12K
- **Vendor recruitment and coordination** – *Vicki to contact and arrange*
- **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. Both have been advised that the chapter doesn't pay any booking fees.*
- **Class Sponsors:** who will take the lead? – *no one has time to pursue*
- **Ribbons ordered** (by August 1)
- **Show Program** will be done in Black and White with all sponsor's ads – *Vicki will handle production and printing*
- **Kris-** *license is updated/approved through 2016*

- *Kris- for this show the hotels is booked, no entries have come in, need to send eblast for entries, eblast for volunteers, Kris will do CDS/USDF reporting before she leaves – Kelly BG will be back-up.*

**** Per October's (2012) 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

- Show volunteers
- *Gwen to send eblast for show volunteers*

Treasurer's Report: Connie Dahl

- Monthly Financial Report - Error in last month's report justified yet?
- Balance:

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 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
 - Dedication Stream – pricing \$25 per month – *Vicki – we need someone to take this responsibility on.*

Membership Report: Georgia Langsam

- New members? *Develop welcome letter with calendar of events
- *Georgia reported that the new member welcome package/ mailing has been developed and is being sent to all new members.*

IV. ADDITIONAL BUSINESS

- Schedule Future Meetings