

**CDS EAST BAY CHAPTER
BOARD MEETING 10-7-2013
Minutes**

Location: 7:00 p.m. conference call

All motions, decisions and discussions are in italics

Attending:

Vicki Von Arx

Connie Dahl

Kris Kalstrom

Diana Bicksler

Georgia Langsam

Kristine Ditano

Kelly Burns-Gairan

Gabby Glumac

I. APPROVAL OF MINUTES FROM JULY 2 MEETING

Georgia approved, Diana seconded

II. CHAIR'S REPORT

Schedule of Events:

October – *October 7*

November – Meeting/Elections/ Western Sale, November 9th – *Vicki to set up dinner venue and reservation*

December – Happy Holidays!

General

-BOD approved a \$350 donation to the CDS Championships for hospitality sponsorship.

Money wasn't sent in so sponsorship not done.

-Junior Clinic Rider has not been selected for Nov. JR/YR clinic. Need to send \$50 to CDS Central and pick a rider.

\$50 was sent in. Gwen to determine if we have a volunteer to go. If not Win Becker from DK would like to go, or Marcy from Wyvern.

-Georgia Langsam has pitched, and BOD has approved sending a UC Davis survey eblast to the membership. This survey will deal with dressage ring footings.

-Horses' Honor has extended an invitation to their upcoming Open House to all BOD members.

Kristine Ditano will represent the chapter and attend.

-Gabby presented a clinic opportunity with Jan Ebeling Oct. 5/6. After discussions, Jan decided to focus on JR/YR riders only. Greenville Eq. Ctr. to hold privately.

-Discussed placing an ad of congratulations in the JR/YR Champs Program. Majority consensus of BOD was to decline. Most felt the \$1000 donation was sufficient.

-Had email discussion on the Adult Amateur Dressage Initiative's suggestion that all rider divisions be separated by class and pinning. Those responding said they agreed that AA/Open/JR/YR classes should be separate. This needs on-going discussion and consideration for whether our shows have the attendance to support the separation of these classes.

Kris Kalstrom stated that we rarely have enough people to separate the classes at every level. Kris will do it when we do have enough riders. Kris will also investigate further with USDF to see what the official rules state. Most of the BOD feel that the open riders should be in their own category. We want to clarify before November so the premiums can be posted in the USEF/USDF websites.

-Laurie Daniel-Smith proposed that the EB and Gavilan Chapters join up and host the 2014 Central RAAC show. BOD discussed via email and decided that it would be very difficult to get 20 volunteers per day to drive to Gilroy. In addition, most all of our chapter members participate in the Northern Chapter's RAAC even though we are part of the Central Region. Do we want to consider for 2015?

-Board Member Georgia Langsam has proposed the Chapter sponsor/host/organize a Charity Show at Golden Gate Fields. Most BOD members have responded encouragingly. Discussions need to be held about dates, coordination and partnerships with corporate sponsors to help support financially as well as physically.

Georgia presented this idea to the BOD. Axel Steiner is on board to help support the show with sponsors and possibly making it a CDI after the first year. Georgia proposed that we hold our normal two-day horse show at GGF instead of YY to test how it goes. Then the next year we partner with a JR League or other type of organization to work through the details.

We need to work towards doing this in 2015. Kris wants Laurie involved on the show management side and Kelly on the event management side.

Kris will assist if Georgia takes the lead – begin working on this in January 2014.

No reining (Axel Steiner's idea) exhibitions on the race track.

Board of Director Changes

-Ann Zerega our Webmaster has resigned. We have had no responses to our eblasts and FB postings for a new volunteer. Vicki is handling simple posts, and Ann is continuing to handle any programming issues until a new webmaster is found.

Georgia to repost "wanted ad"

- Cecilia Stolzer-Grote has resigned from the Board due to heavy work demands. She will continue to volunteer whenever possible.

Georganne Benesch has volunteered to take on the job - both for the Annual Dinner and after.

BOD unanimously appointed Georganne as the Sponsorship Chair.

-Liz Lewis will take on the role of Secretary as of January 2014.

III. OFFICER'S REPORTS

Volunteer Report: Gwen Lorio

- Western Sale volunteers –

Kris, Connie, Vicki, Diana, Kelly will all be on hand. Diana needs help to set up – 2 p.m. Vicki to post to website and FB, Gabby post to Twitter. Diana to set up a schedule. It was unanimously decided that we purchase \$25 & \$50 gift cards from Western for the drawings. Connie to purchase upon arrival

Member Outreach Liaison: Kristine Ditano

- Trainer Tips –two trainers done so far – Tracey Hill and Rachael Saavedra
- Scene on the Circuit – weak response from trainers, Kristine will be pursuing via barn visits
- Kristine send Georgia will an eblast to help promote the two new sections

Sponsorship Update: Vicki

- Sponsorship Directory set up on Website
- *Not all sponsors have sent in ads, follow-up needed
- Any new sponsors to report?
- Ann has inserted sponsor links and ads on the website – She has provided Cecilia with a list of sponsors that need follow-up to provide their links.
- Continuation of sponsor outreach
- Coordinate hand-off from Cecilia to Georgeanne Benesch

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

- Twitter and Instagram accounts have been set up by Gabby. She continues to post news as it comes up.
- BAP Mailings- Vicki is to get pricing on extra-large postcard production and printing.

Vicki send eblast asking requesting photos from members

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
- New ideas for dates or Topics?
- *From earlier meetings...*
- *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)- *no*

BOD Agreed to pursue the following:

-Diana has spoken to Cynthia Collins about doing a two-hour seminar on Freestyles. This should be done soon so people have the appropriate lead time for development and training. Diana to check into financials and location.

-Trainer Certification Clinics. BOD agreed that we should pursue a three part clinic with Rachael Saavedra. It needs to be determined if it will be Training through Second Level, or should it be for 3rd & 4th level. Location needs to be confirmed along with budget. Diana to contact Emily MacDonald for the event's planning template. We need to pursue getting the USDF to participate in the certification. Diana will track.

-If it falls through, then we need to find another topic to pursue.

-It was agreed that we not pursue the Rider Tests as an education session.

Treasurer's Report: Connie Dahl

- Monthly Financial Report - Error in June report justified? - *YES*
- Current Operating Budget and Balance: *\$20,493.30*

Kris and Connie to meet and review the horse show budgets to ensure expenses and income are aligned.

Membership Report: Georgia Langsam

- New members? 321 total members
- Outreach – *Georgia to follow-up with Central to get names and numbers.*

Shows Report: Kris Kalstrom August show details:

- Locations for 2014 Shows – contracts sent?
- Volunteers
- Show Secretary: update – *Kelly working on April*
- Budget/Income from August show? *Total show income for 2013 -\$4500?*
- Vendor recruitment and coordination
- Sponsor situation – banner placement
- Photographer: Alan Jarvis has volunteered to be our 2014 Horse show photographer as well as photograph the Annual Dinner
- Class Sponsors: need volunteer to take the lead in 2014
- Ribbons - *ordering what is needed*
- Show Programs will be done in Black and White with all sponsor's ads
- License is updated/approved through 2016
- Golden Gate Fields Charity Show – Kris/Georgia – see above discussion
- *Consider Western Dressage for the Sunday show and include schooling?*
Check on CDS Omnibus ads

**** 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*

Website and Facebook Report: 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? *This will be done once the new webmaster is on-board.*
- Kristine Ditano is pursuing 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

2013 Annual Dinner: Kelly Burns Gairan

Updates:

*Event logo donated
Save the Dates will go out when logo is finalized
Horses Honor has been contacted*

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

Software purchase:

Vicki call Maestro and set up conference call with Connie and Kelly to discuss how it connects to our existing systems (Quicken and Square). Georgia made motion that we decide on the purchase at our November meeting, but sooner is better than later. Vicki will email the BOD after the conference call for a vote.

IV. ADDITIONAL BUSINESS

- Schedule Future Meetings