

**CDS EAST BAY CHAPTER
BOARD MEETING 11-9-2013
Agenda and Minutes (in Italics)**

Location: Faz Restaurant

Attending:

**Vicki Von Arx
Kris Kalstrom
Diana Bicksler
Georgia Langsam
Kelly Burns-Gaoiran
Gabby Glumac
Gwen Lorio
Anu Sambath**

I. APPROVAL OF MINUTES FROM October 7th MEETING

Kris Kalstrom approved the minutes and Diana seconded

II. CHAIR'S REPORT

Schedule of Events:

December – Happy Holidays! – *no meeting in December*
2014 meeting dates TBD

General

-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.

-None of the junior riders were able to attend.

-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. Email was sent to membership.

-No follow-up was needed. Several members sent messages that they appreciated this type of out-reach.

-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.**

-Kris Kalstrom (Show Manager) stated that we need to have a minimum of three people in each category for this to be successfully implemented.

-We will attempt to integrate this into our 2014 shows if we have enough entries.

-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.

-No updates on this activity.

-Georgia will determine if she has the time to organize and run a team of people for this in 2015.

Board of Director Changes

- Anu Sambath has volunteered to take over the web-master role. An election ballot was provided to attendees of the Western Sale/Election Social.

-Anu will be taking a look at a website re-design for 2014 as well as be actively posting on Facebook.

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

-Liz offered the meeting room at Wyvern Farm for group meetings or any educational seminars.

- Georganne Benesch has not confirmed her role as Sponsorship Chair.

-Georganne confirmed that she WILL take on the job of Sponsorship Chair. She will get together with Cecilia Stolzer-Grote to get background information and all files.

III. OFFICER'S REPORTS

Volunteer Report: Gwen Lorio

- Western Sale volunteers – Kris, Vicki, Diana, Kelly, Gwen, Georgia and Anu will all be on hand. Diana needs help to set up – 2 p.m. Vicki posted promo announcements to website and FB. Diana to set up a schedule. \$25 & \$50 gift cards were purchased for a drawing. Kris K to purchase upon arrival.
- Discussed our difficulty in recruiting volunteers.*
- Gwen thinks it might help if we pursue through the trainers. Perhaps different barns can volunteer as groups.*
- Swag bags were also discussed as thank you gifts.*
- Gwen will put together her ideas on what should be in the bags and how much they would cost.*

Member Outreach Liaison: Kristine Ditano

- Trainer Tips –new column coming from Liz Hendrix. These are proving to be popular columns with well over 600 views on FB.
 - Scene on the Circuit – due to a weak response from trainers, Kristine will be pursuing more general barn news versus focusing on show results. A new name for the column will be determined.
 - Georgia will send an eblast to help promote the two new sections.
- Scene on the Circuit will be changed to “Barn News”*
- Katy Barglow is the next article for January*

Sponsorship Update:

- 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
- Sponsorship letters will be going out in January to all members and existing sponsors. Georganne will pursue new corporate and local sponsors as well.*

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.
- BAP Mailings- Vicki is to get pricing on extra-large postcard production and printing to send save the date cards.

It was decided that we would print formal invitations to the Gala so no BAP postcards were needed.

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-
- Amy Meazy sent Vicki an email suggesting the BOD consider doing a First Aid clinic for riders again. It was a big hit five years ago when it was first done, and in light of some recent accidents, this seems to be a worth topic to revisit.
- 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, Trailering, and Ride a Test (end of 2014)- *due to other ideas these won't be pursued.*

these won't be pursued.

-Everyone agreed that a First Aid program would be a great idea.

-Vicki to send Amy Meazy's email to Diana for consideration.

-Kris Kalstrom to ask her son in law, Tyson, if he would do the educational first aid symposium.

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.

-This is pending for 2015

-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.

-Diana Bicksler has explored with USDF and they have approved idea.

-Pre-certifications and NorCal Certifications will be the focus

-Location will be North Peak Equestrian Center.

-USDF waived the timing constraints. February dates are being considered but are dependant on the facility and Rachael Saavedra's schedule.

Treasurer's Report: Vicki (for Connie)

- Monthly Financial Report -
 - Current Operating Budget and Balance: \$20,493.30
- Connie confirmed our current operating budget is \$20,476.*
-We will be making two large deposits for our Gala event in the next week.
- 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 Activities

-No updates

Shows Report: Kris Kalstrom August show details:

- Omnibus ad:
- 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

*** Change fees to \$50 per classes T-4, FEI stays at \$55
Office fees to \$25
Give only \$5 discount for electronic entries
Opportunity Classes \$40
Schooling Show Classes \$40*

*-Show dates April 11 & 12, 2014 (Judges: Schmutz/Routson)
/ August 16 & 17, 2014 (McEnespy/Curtis)*

- Kris Kalstrom will be out of town for the August show so will hand off secretarial duties to Kelly Burns Gaoiran before leaving.*
- We have discussed and are considering changing the format of the August 17 show: CDS only tests 8-noon; and then 1-5 a schooling show featuring Event and Dressage Opportunity classes*
- Kris is confirming a TD for the August show*
- The BOD decided to place show ads in the Feb., March, June & July Dressage Newsletters instead of the Omnibus. Vicki to create and place.*
- Show programs will no longer be distributed as they don't seem to be picked up by the attendees and are expensive to produce. Instead we will produce a Day Sheet with the logos/web addresses of all of our sponsors on the back.*

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.*

2013 Annual Dinner: Kelly Burns Gaoiran

Updates:

- Event logo launched
- Save the Dates will go out when logo is finalized
- Horses Honor has been contacted
- Menu is being tasted and selected
- Photo Booth has been booked
- Wineries on Board ?

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

Software purchase:

- Kelly present details on software and pricing
- Georgia made motion that we decide on the purchase at our November meeting, but sooner is better than later.

-Formal Invitations will be send in January along with the sponsor/donor letters and information. Vicki will pay for the invitations to be printed. Kelly to handle production.

-Unanimously agreed on the purchase of the event management software. Kelly to pursue immediately and set up on both Georganne's, and her, computer.

-Decided to heavily promote the event to the core trainers in the club. A swag bag with wine (from previous donations), event poster, cookies, and carrots will be put together by Kelly and Georganne and dropped off to all core trainers. Vicki will drop wine off to Kelly and assist with bag drop off.

-Kelly to produce poster (11x17) for event. They will be posted at all barns and feed stores.

-Kelly is sponsoring the Photo Booth at the event

-Horse's Honor has be informed they are our selected charity

-BOD needs to put in effort to get donations for silent auction, sponsorships, volunteers and attendance to help make the Gala a success!

IV. ADDITIONAL BUSINESS

- Schedule Future Meetings

-Vicki to send email for dates