

CDS EAST BAY CHAPTER
BOARD MEETING JANUARY 21, 2014
Agenda & Minutes (in italics)
Plus Addendum to show situation in blue
Location: Diana Bicksler's Home

Attending:

Vicki Von Arx - Chair
Kris Kalstrom - Shows Manager
Diana Bicksler - Education Chair
Kelly Burns-Gaoiran - Event Chair
Gabby Glumac- phone - Junior Rep.
Gwen Lorio - Volunteers Chair
Anu Sambath- Webmistress
Georgianne Benesch - Sponsorship Chair
Liz Lewis - Secretary

I. APPROVAL OF MINUTES FROM November 9, 2013 MEETING

Minutes were approved by Kris Kalstrom and seconded by Gwen Lorio

II. CHAIR'S REPORT

Schedule of Events: Proposed meeting dates

January 21, - meeting
Feb 17. - meeting - *changed to 25th*
March 17- meeting - pre- gala meeting
April -12/13 show -- pre-show meeting?
May 3 - Western Sale/Meeting
June 16 - meeting
July 16 - meeting
Aug. 16/17 show -- pre-show meeting?
Sept. 22
Oct. 20
November ? - Western Sale/Meeting
Dec. - Happy Holidays

General

Membership Discussion: *not discussed due to time constraints*
-how to build a bigger membership
-building membership participation in on-going activities
-trainer outreach efforts

Pending further exploration: **Put on hold**

-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.

III. OFFICER'S REPORTS

Volunteer Report: Gwen Lorio -

- 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.

Trainer Outreach Liaison: Kristine Ditano

- Trainer Tips –new column from ?
- Barn News – updates?

Sponsorship Update – Georganne Benesch:

- Sponsorship Directory set up on Website - **current yes**
- ***All 2014 sponsors need to send in ads by Feb. 20 to be included in the event program, follow-up needed
- Any new sponsors to report? – **update coming**
- Status of sponsorship letters - **sent and follow up is ongoing**
- 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.

Education & Programs: Diana Bicksler

- Upcoming Western Dates – **May 3, November TBD**
- Need someone to take photos during the events for posting
- New ideas for dates or Topics - **New Test Symposium in late 2014.**
- *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.*

-New Test Symposium and Social

*We all agreed that a key event would be the New Test Movements Symposium. This would be similar to the last one which was an all day event with two judges moderating while demo riders performed the new moves. Integrated into the event is a social hour, with wine and potluck food. We would like to hold this in November 2014. **Need a coordinator for the event.** Need an indoor location with large viewing area and socializing area. Yarra Yarra would be ideal.*

-Trainer Certification Clinics.

BOD agreed that we should pursue a three part clinic with Rachael Saavedra. It will be Training through Second Level. No more than six trainers can take part in the clinic, however, we do need to fill it with the six.

-It was discussed that we could open it to all of California however, the question then becomes how does this benefit our membership? We only had 10 people audit the last trainer clinics and most of them were other trainers no general members.

-Diana is formalizing a budget to present to the BOD. The event needs to break even. To do that we will need to try and get grant money from both The Dressage Foundation and CDS.

-USDF approved our event and pushed for 2014 dates, but due to the extensive amount of preparation, the events have been pushed to a possible Jan./Feb./March 2015 timeframe.

-Pre-certifications and NorCal Certifications will be the focus.

-Location will be North Peak Equestrian Center.

-Diana is waiting to hear if Emily McDonald will take on a coordinator role and handle all forms and paperwork for the event.

-FREE STYLE CLINIC

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

Treasurer's Report: Vicki (for Connie)

- Current Operating Budget and Balance: \$13,162.34
- Kris and Connie to meet and review the horse show budgets to ensure expenses and income are aligned.

Membership Report: Georgia Langsam – not in attendance

- New members? 321 total members
- Outreach Activities

Shows Report: Kris Kalstrom August show details:

- Omnibus ad: **Need prize lists**
- Show dates La Jolla - April 11 & 12, 2014 (Judges: Schmutz/Routson)
/Yarra Yarra - August 16 & 17, 2014 (McEnespy/Curtis)
- Volunteers
- Show Secretary: update who is working with Kris, especially in August
- Budget
- Vendor recruitment and coordination – **need volunteers**
- **Vicki to coordinate vendors**
- Sponsor Benefits – **Hang Banners**
- 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
- License is updated/approved through 2016
- Golden Gate Fields Charity Show – Kris/Georgia – see above discussion
- **Create Day Sheet with links to all sponsors instead of a program**
- **¼ page ads to be put in the CDS newsletter March issue**
- **eblast all NorCal riders with ad – thru CDS central**
- **New Fees: confirmed**

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*

- 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.*

- The August show continues to be a worry as we lost money in 2013 due to low attendance. Kris will also be out of the country so we need to identify both a show manager and secretary*
- Discussion was held as to which classes to add to appeal to a broader audience. It was agreed that we would offer opportunity and quadrille classes with the regular classes at the April show. August we will consider adding in Western Dressage classes on the CDS only day.*
- Chris will check with CDS on rules for adding the new classes and the fees that go along with the classes.*
- Outreach needs to be made to the local event trainers. In follow-up the eventers will attend the April show, however the August show conflicts with too many of their major events.*
- BOD discussed whether we should have a second show. All agreed that we should try, but we need to do something to build attendance. We are considering changing the dates so we don't come in third to both the Yarra Yarra and Greenville shows.*

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.*
- *Anu has completed the website re-design and loaded all current sponsor logos. The website looks great!*

2013 Annual Dinner: Kelly Burns-Gaoiran

-Raffle tickets will be distributed to the BOD for selling to friends and family.

Updates:

- All invitations, auction packages have been sent

- Posters have been put up at all barns and tack shops
- Awards are all set and recipients have been contacted
- All sponsors that receive 2013 comp'd ticket have been contacted
- Trainer raffle; letter to trainers
- Round two floor plan

Board Feedback:

1. Auction donations

- please let us know of any leads the board has for donations!
- help us stick to deadline of Feb 28th for donations!

2. Raffle tickets

- need not be present to win
- **sell!! everyone to help start selling these before event to help generate revenue from colleagues, friends, family, etc. :)**

3. Event program

- confirm who will be creating –**Vicki will handle program design**
- format – **booklet size. Produce only three per table**
- 2013 sponsors? Or make the switch for current sponsors only? **Both need to be included**
- One pager / folded with sponsor insert only? **All attendees will get a one page folded Sponsor listing /menu with their bid number and table number attached upon check-in.**

4. Volunteer of the year award

- select volunteer –**Gregg Owen – Announcer (buy him a bottle of vodka or Tequila)**
- **confirm who will purchase gift / present at event (Gwen?)**

5. Livermore winery connections?

- looking for any connections anyone may have to Livermore wineries!
- Need to get them onboard for the tasting by Feb 25.

Awards presentation

-Group together:

T/1/2

3&4

FEI

Trophies

Junior/YR Team

Addendum:

-There has been significant discussion on the August Horse Show. Due to work commitments, Kelly Burns-Gaoiran can no longer be the show secretary. This, along with Kris Kalstrom being out of town during that time doesn't bode well for anyone. Kris is working on finding a paid show secretary.

We are also very worried that with the confluence of being late in August, the third in the row of August shows behind Greenville and YY, that attendance will again be very low especially on Sunday. Last year, this show lost money.

A vote has gone out to the BOD to change the dates of the show to October 18*** & 19* as the weather will be better, and we'll be in front of the Greenville show. This will also give riders the ability to get scores that apply to the 2015 show year, but still show the 2014 tests.

All votes are due in on Monday, Feb 24. We will confirm the vote at our Tuesday conference call.