

CDS East Bay Chapter Board Meeting
Thursday May 6, 2021
7:00pm - 8:00pm

CALL TO ORDER

V. Von Arx called the meeting to order at 7:05pm. G. Younger, R. Masen, G. Langsam, K. Ditano, A. McDonell, L. Roffey, J. Bauman and L. Daniel-Smith were present via Zoom.

GENERAL MEMBERSHIP COMMENTS/INPUT

L. Daniel-Smith - Town of Danville has returned \$125 to chapter. Will give to G. Langsam for deposit.
Skylark Equestrian would like to borrow the dressage court for their schooling show May 23. All in favor.
Pursue ways to attract volunteers for all shows including Rated, Schooling and Tri-Valley,. Will send a chapter blast for show dates.
K. DiTano will help recover the complete court set-up at Yarra Yarra.

ACTION ITEM REVIEW

Website Design - R. Masen

All agree on WordPress for theme/layout
Finalize site map
Domain paid for, just need to set-up
Need photos/images, will seek photographers in our chapter to donate.
Need to finalize Logo Competition with rules and guidelines.

Website Content - V. Von Arx

Will send R. Masen website content. Provide the different tabs which should be informative and simple to use with links to CDS and USDF. Links for Jr/AA/Open. Sponsors to be added to links. She will contact CDS legal to possibly provide or link a roster.

General Business - G. Younger

VP of peninsula chapter reached out to collaborate. Consider hosting together with SF Pen/Sonoma/EB chapters to build enthusiasm among members.
Need to redo standing chapter rules before next meeting

Financials - G. Langsam

Transition of financial with Connie. Will meet May 7 at 11:00 with G. Younger.
Connie will go through old files with G. Langsam. All financials have been paid with CDS Central.
Chapter has 10K

Events - A. McDonell

Ideas for events were shared.

- Dover Saddlery sale/icebreaker
- Western sale
- Equine photography Zoom event Schooling show at LaJolla (contact D. Bicksler)
- Chapter trail rides & luncheon
- Cavaletti clinic/Seat clinic

Social Media - L. Roffey

L. Roffey agreed to volunteer for this position. Includes Facebook & Instagram

Trainer Outreach - K. Ditano

Locate city boundaries of our chapter
Have a link to boarding facilities/trainers posted on website
Expand "Tip of the Day" to possibly add to our FB page

General Business - J. Bauman

Nothing to report at the moment

ITEMS FOR BOARD CONSIDERATION

V. Von Arx - Increase enthusiasm - Ideas to explore:
Try to develop corporate sponsorships/partnerships/scholarships
Support TRI Valley challenge with prizes/gift certificates
Monthly drawing to appeal to non-showing members
Get donations

ADJOURNMENT - Meeting ended at 8:30pm. Next board meeting is June 3, 2021 7:00 - 8:00pm

