

CDS East Bay Chapter Board Meeting

Thursday June 3, 2021

CALL TO ORDER

G. Younger called the meeting to order at 7:05pm. G. Younger, K. Ditano, J. Bauman, A. McDonell, R. Masen and Roffey were present via Zoom.

GENERAL MEMBERSHIP COMMENTS/INPUT

Gundi and Vicki attended the SF/Peninsula chapter 50th anniversary board meeting and agreed to collaborate and promote their event July 23 - 23. Need to discuss event parameters and guidelines but feel it can be a fruitful collaboration.

ACTION ITEM REVIEW

Website Design - R. Masen

Website is purchased. Waiting on content from Vicki.

Logo competition - heard back from interested people that it was too difficult to provide technically formatted artwork.

We all agree that this is an important piece of our chapter and are going to work on ways to simplify.

Will no longer continue Trainer Tips but will archive the past ones.

General Business - G. Younger

Confirmed East Bay Chapter is Central Region

Financials - G. Younger

Nothing new to report. Everything filed and all bank accounts signed over to G. Langsam and G. Younger. Everything is in order.

Events - A. McDonell

Lots of great event ideas in the works.

- Dover sale is not going to happen
- Western sale - waiting to hear back from Tracey Hill for dates
- Equine Photography - looking at August and maybe charge a small fee
- LaJolla schooling show - we'll advertise, help with volunteers, maybe have a pop-up tent and sponsor prizes.
- Support of other shows - Sf/Penninsula - will promote, have a chapter presence and provide possible drawing w/gift cards. Tri-Valley challenge - for final show put every participant's name from all the TV shows into a hat and pick a winner. The more you attend a TV show, the more times your name will be in the raffle. Amanda & Vicki will work with Laurie D. Smith.
- Instead of a tent at shows, we discussed having a horse treat stapled to flyer promoting our chapter & upcoming events and put into the show participant's number bag. Will also talk to L.D. Smith re this.
- Starwood Veterinary Group offered to host a free event. Will consider charging a fee to members. Looking for location and dates.
- Trail ride - Fall trail ride, early October Will contact Goldie for help and plan logistics.

Social Media - L. Roffey

Nothing to report. She does not have access yet. Wants to focus on FB first, then IG.

Trainer Outreach - K.Ditano

Reached out to several trainers who would love to be on our website. We agreed that we'll only list their name and contact info. Having a featured "Trainer of the Month" was positively considered. Kristine will try to find all dressage trainers in our chapter and send to the board for any additions.

General Business - J. Bauman

Nothing to report

Sponsorship - L.Roffey agreed to work on this. Yay!

ADJOURNMENT - Meeting ended at 8:20pm. Next board meeting is July 1, 2021 7:00-8:00pm