

CDS East Bay Chapter Board Meeting

Thursday July 1, 2021

CALL TO ORDER

V. Von Arx called the meeting to order at 7:05pm. V. Von Arx, G. Younger, K. Ditano, J. Bauman, A. McDonell, R. Masen and L. Roffey were present via Zoom. Also attending were chapter members R. Shirkey and R. Lewis

GENERAL MEMBERSHIP COMMENTS/INPUT

Nothing new to report

ACTION ITEM REVIEW

Website Design - R. Masen

Website is created. Trainer listing completed. Need to get anti-spam set-up. Need logo completed/photos still to come. Will send link to board to view new website before launch.

General Business - G. Younger

Learned that our east bay chapter has no boundaries as members can join any chapter regardless of where they live.

Gundi will learn about the standing rules and how to hold annual meetings. Sponsorship tiers were also considered - possible \$50 = listing w/logo and link, \$100 = listing w/logo, live link and scrolling

Financials - G. Younger

Nothing new to report.

Events - A. McDonell

- Western sale - will talk to Frank about a November date
- Equine Photography - Liz out of the country, will wait until August to talk
- LaJolla schooling shows - July 10 show - we'll advertise for volunteers. Sept show - we'll have a presence. Lindsay offered to man a table.
- Sf/Peninsula Show -we'll sponsor a class with a gift basket prize and advertise for volunteers
- Tri-Valley challenge - for final show we'll have a tent. Every participant's name from all the TV shows will be in a drawing. It will be participation based not score based. Gift baskets for the prizes. Amanda & Vicki will work with Laurie D. Smith.
- Starwood Veterinary Group - Will check if they can do October 16th/17th for the clinic. Still need a location.
- Trail ride - Goldie still on board, possible fall dates to consider.
- Psychology of Showing clinic - planned for a date in 2022

Social Media - L. Roffey

Need to add links to our social media. No access to Instagram. Facebook grew by 57 people. Encourage others to join the FB group. Looking to start a separate group for our Marketplace. Still in discussion.

Trainer Outreach - K.Ditano

Trainer listed completed. Facilities - will list dressage barns with permission of owners.

General Business - J. Bauman

Nothing to report

Sponsorship - Roffey

Lots of discussion about getting donations from local business'. Everyone agreed to approach their contacts to get gift items/sponsors. Chapter has over 200 members not including our joint partnerships with other nearby chapters.

Items for board consideration - All

- Agreed to give Laurie Daniels a gift as a token for all her work
- Agreed to give the owners of Greenville and Yarra Yarra a gift for hosting the shows
- Discussed how to track volunteer hours vs participation. Whose responsibility? All CDS events should count for hours. Important in choosing participant for adult amateur clinic.
- We should hold a special meeting to figure this out.

ADJOURNMENT - Meeting ended at 8:38pm. Next board meeting is August 5, 2021
7:00-8:00pm