

CDS East Bay Chapter Board Meeting

Thursday October 7, 2021

CALL TO ORDER

V. Von Arx called the meeting to order at 7:03pm. V. Von Arx, K. Ditano, J. Bauman, L. Roffey, G. Langsam and Laurie Daniels were present via Zoom.

MISCELLANEOUS ACTION ITEMS

Annual board meeting is confirmed for December 5th 9 - noon at Georgia's home in Alamo

Website - Masen

It was decided that our website will only post *not-for-profit* events. Any *for-profit* events will be allowed on Facebook and Instagram if they meet the following requirements: open to all, horse related and beneficial to our members.

General Business - V. Von Arx

- Promo wear was an unanimous yes! Vicki will work with Gundi to get quotes.
- Vicki is having the signage made with our new logo

Events - A. McDonell

- Western sale - November 6th 2-5 pm

CDSEB Show Concierge

We will have a table set up between the warm-up and show arena and provide various practical grooming and rider items if needed (wet ones, boot brush, damp cloth, sugar cubes water...) before they enter the show ring.

Social Media - L. Roffey

- The Facebook Page continues to hold steady with 998 likes for the page and no growth in this area. There have been 24 posts since last month. The post with the largest likes was a meme photo. The post with the largest reach was post about the photo event mostly because it had 5 shares. The posts with the least reach were the updates from the championships, the training grants for dressage foundation, and how to find information on our website about the adult amateur clinic. Our total reach trended down overall. Our total page view grew by 19%

- Our CDS East Bay Tack Trader has 80 members. 21 items were approved. I did remove the rule that you had to be a member to post as there is no way to monitor this and since we have so few posts, I didn't really want to restrict anything at this point.
- Instagram now has 97 followers. There were 9 Instagram posts made this month. Our posts with the most likes are always the funny meme posts.
- Twitter has two pages, one called CDSEastBay and CDSEastBayChapt. Neither have many followers or tweets. Last tweet was in 2014. I set out a message to Twitter to shut these two accounts down.

Sponsorships - K.Ditano

- Fees will be for the entire year
- Will need to define guidelines
- Consideration of a business directory

General Business - J. Bauman

So far there has been no response for the 2022 AA/JR clinics or championship grants.

Additional Topic for Discussion

Laurie Daniels wants to discuss the 2022 shows at Christiane Noelting's with big giveaways and would like our chapter to be involved, promote, etc...

ADJOURNMENT - Meeting ended at 8:45pm. Next board meeting is November 4, 2021 7:00-8:00pm via Zoom