

CDS East Bay Chapter Board Meeting

Thursday November 4, 2021

CALL TO ORDER

V. Von Arx called the meeting to order. V. Von Arx, G. Younger, K. Ditano, J. Bauman, L. Roffey, G. Langsam and A. McDonnell were present via Zoom.

MISCELLANEOUS ACTION ITEMS

- Laurie Daniels thanked the board for the support. She said it was the most energy she had a show this year. Grateful for the luncheon. Harlequin, Yarra Yarra and Grenville Eq. Will each financially spurt the luncheon.

- Gina Duran suggested to engage the trainer, such as a special trainer email with information for their clients.
- Erika / Greenville EQ suggested a Freestyle demonstration with dinner around the arena
 - possibly invite an equestrian celebrity such as Sabine
 - make it a celebration of our members
 - possibility of a silent auction during that event
- Committee Chairs to provide agenda items for AGM by November 30th.
- SF Chapter shows interest in participating

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

- Jan reported no response from members re AA/JR clinic
 - Board talked about that CDS needs to release Who (clinician) - When (date) - Where (location) - so we should probably revisit our newly minted standing rules during AGM
- Applicants for AA clinic should be extended until CDS promotes it.

Events - A. McDonell

Amanda reported that everything is ready for the Western Saddlery sale on 11/6/21

- Tracey Hill will provide 2 volunteers
- Trail ride:
 - Laurie Daniels wants top hang out with riders
 - GL will organize tables, food etc
 - AMD or GL to reach out to NPE Management to include their boarders and trainer in the trail ride

CDSEB Show Concierge

Although the show concierge table didn't receive any takers, it opened the door to communication and made our presence visible.

Vicki also purchased 30 6x6 stickers with logo and 250 window stickers

Social Media - L. Roffey

Lindsey reported over 1,000 'likes' on FB, approx 100 on IG

- 'Tack Trader' is doing well
 - push with emails to trainer
 - hand out flyers at Western sale
 - sellers to be within a 50 mile radius/1 hour drive

Sponsorships - K.Ditano

Kristine reported that she reached out to realtors, barns and saddle fitters.

- She suggested we create a 'donation package' with all details for 2022 and steps to become a sponsor.
- Create a new sponsorship level

- Thank you post to our sponsors

Financials - G. Langsam

Georgia reported that she has all documents from Connie

- \$11,577 in the bank
- She feels that this is a big infrastructure year, Chapter needs to raise money in 2022
 - She order duplicate credit cards with several names on it (Vicki, Gundi, Georgia)
 - GL to set up separate email address for Chapter activities for easier tracking of emails and communication.
 - Rachel is sending the link to Georgia to activate the account for Paypal

ADJOURNMENT - Meeting ended at 8:22pm. Next board meeting December 5, 2021 @ Georgia's 9-12