

**CDS EastBay Board Annual Board Meeting - held via Zoom
Sunday December 5, 2021**

CALL TO ORDER

V. Von Arx called the meeting at 9:05am. G. Younger, R. Masen, G. Langsam, J. Bauman, A. McDonnell and K. Ditano were present
The meeting adjourned at 12:19 pm

2022 Agenda

Financials -

Budget/Expense review – 2021 – Gundi and Vicki to gather information and work with Georgia on recap of 2021 and budget for 2022 based on selected events

Website:

- site fees: \$240
- logo design: \$250
- theme: \$78

Events:

- Photography clinic \$100 gift card to Liz
- Western Sale - \$300.00
- La Jolla coffee and breakfast table -\$48

Community Building:

- Baskets and prizes: \$511.09
- Concierge table: \$83.89
- Tri-Valley Lunch \$346.94

Advertising (Championships) \$0

CDS Central Fees (AA clinic, Champs) \$0

Banking Fees:?

General:

- \$118.29 -10 storage bins for concierge tables and shed storage
- \$100 -Gift card for Photography clinic
- \$ 850 -Fast Signs – 4 banners, 330 logo stickers
- \$112.43 - Zoom - yearly fee

Income: \$300 - from Adams, Ibsen & Daniel for Tri-Valley luncheon

\$250 - Photo class

\$65 – Donation from Wyvern Farm

***Must file the 2021 Budget with CDS by end of January. Paula will supply forms.

Budget Plan – 2022 To Be Developed

Website: Hosting - \$300

Domain - \$23

Zoom: \$113

Events:

Community Building: Open/Trainer Sponsorship \$200 drawing

Advertising (RAAC, Champs):

CDS Central Fees: AA/JR Clinics

Banking Fees:

Income:

-Sponsorships:

-Auction?:

-Virtual Horse show: \$160 (based on \$8 profit per person)

-Events

CDS CENTRAL ANNUAL MEETING - Virtual

Gundi and Vicki will attend. We will split the Sunday chapter discussions between the Central and Northern regions

WEBSITE

Webwork going into 2022

1. Emails - Subscriber #'s / percentage opens / Clicks / Spams - how we can't rely 100% on emails.
2. Website - analytics. Working on trying to get this set up so we can see what kind of visits we're getting.
3. Ongoing Website work
 - updates, change credit cards over when new exp is set.
 - Continue to develop the news/blog section (will help SEO).
 - email blasts / fliers / event and news updates as needed.

SOCIAL MEDIA

-Clarified who/what/where we will publicize - put in new Standing Rules document

YES for FB/IG

-All local dressage related events that could be of interest to our members. There must

be a clear separation of CDSEB and the event so that there is no confusion as to who is

hosting. This includes shows, clinics and for-profit activities
-Any CDS Central or other Chapter's events
-Charitable activities for valid and verified horse rescues/services, handicapped riding programs, catastrophe needs (fires, floods, etc.)
-All Non-CDSEB posts must have the words "Community Opportunity" as the first part of title

NO for FB/IG

-Anything suspicious or asking for money
-Anything that is not from an official organization
-Any company or person that is selling their goods or services on a one to one basis

COMMUNITY BUILDING OPPORTUNITIES

-Tri-Valley Challenge: Concierge Table, Year-End luncheon and drawing
-Partnering with other Chapters - publicizing their events and making the call for volunteers
-Trainer Outreach via emails with flyers, how can we help you, and what type of CDS activities are you interested?
-RAAC and Championship Advertising and class sponsorships
-Year-End letter to members with Calendar of Events, sponsorship sheet

SPONSORSHIPS

-Develop pricing types / levels and what we give for each
-Rules for sponsorship levels -can be made with in-kind donations and/or money
-If a sponsor subscribes in October or after put their logo on immediately and apply through the coming year

Proposed levels and benefits

***Business Sponsorships:**

\$150 Level

-Name/logo and live link on CDSEB website OR social media
-Social media recognition - monthly
-Name or logo prominently displayed in a rotating banner on the home page and linked to sponsor's website or FB

-logo in the CDSEB Sponsor Booklet distributed at all Tri-Valley Shows (total of 12 shows)

\$100 Level

- Name/logo and live link on the CDSEB website Sponsors Page OR social media
- Logo inclusion in CDSEB Sponsor booklet at shows

Friends of The Chapter

-Three Options:

Bronze \$25

Silver \$50

Gold \$75+

Next steps:

- put together sponsorship sheet for Kristine to use - done
- VVA to send sponsorship sheet in year-end letter to members and trainers

SPONSOR AN EVENT - TBD based on our events

- logo on website sponsor page and banner
- signage on site,
- logo on promotional materials

Potential events:

-Clinics

-Sponsor a class

- Local schooling show
- Local rated show

-Chapter events

-Monthly giveaway. (Will we have 12???)

STANDING RULES DEVELOPMENT

Gundi and Vicki will put together a new pdf document outlining our chapter's revised and new Standing Rules. All amendments voted on by the BOD in 2021 will be included. Any new amendments will be brought to the BOD for a vote prior to publishing in the SR 2022 document.

Social media rules of posting.

CALENDAR OF EVENTS

See attached

2022 EVENTS - Need to have broad audience appeal and based on input from members

Established:

- "What to do before the vet comes" clinic - Zoom Presentation Scheduled for Jan 16 @ 4p.m. with Starwood Vet Group - \$10 members, \$15 non-members?
 - What every First Aid kit should have in it
 - How to clean a wound and with what
 - Wrapping/bandaging
 - Infection and what to look for
 - When does a cut need stitches?
 - should you sedate an injured horse before the vet gets there?
 - have members ask questions ahead of time
- Western Sale (spring/fall) budget \$100 – TBD:May 7, November 12
- Spring Trail ride do wildflower ride at Castle Rock - April 30th
- Tri-Valley Awards Drawing & Luncheon – Oct. 29
- Elections - Nov. 22

Dedicated Events:

- Human first aid clinic with Eric* (general)
- Rider bio-mechanic clinic with Erica Posley* (general) – 3 hours limited to 12 people
- Virtual horse show - **Jan** confirming dates and setting up (see Addendum “A” below) - (makes money, costs nothing) – potential date March 5 -
- Tack swap Social /potluck /raffle keep low-key, charge for tables, potluck or food trucks to be considered Location: **La Jolla, or WC Equestrian Center? Charge for raffle tickets. Three hours long.**

Filler Events if needed:

-Virtual freestyle clinic with Diane Kernoodle 2022 or 23?

Potential Events:

- Dressage in The Wine Country Freestyle night at Greenville - Freestyle presentations, dinner and auction -2023 VVA to discuss further with Erika Ibsen
- Online auction (depends on sponsors and offerings)

ADDENDUM “A” - VIRTUAL HORSE SHOW RESEARCH

Two options:

We hire judge, negotiate price with him/her, pay VHS \$10/ride + Stripe fee (approx. \$1.50/ride) We set entry fee and keep the rest

VHS hires judge, VHS pays us \$10/ride less Stripe fee. Entry fee would be determined based on VHS cost but seems to run around \$45/ride

Judge cost – S (all levels) \$20/ride

R (T-4) \$15/ride

R (T-2) \$10/ride

We can suggest a judge if there is one that we particularly want. VHS will approach to hire

Show Dates: everything is open right now except April – Sue Curry Memorial Show

Pick a weekend. Entries close Saturday afternoon of the weekend of the show. Show ends at 4PM Sunday. Riders have until Monday evening to send video.

Scholarships: VHS has a scholarship available from Sue Curry Memorial Fund for adult

amateurs. Pays for entry fees.

Western Dressage: Can open show to Western Dressage to increase participation.

\$35 recognition fee payable to WD organization.

Participation levels: Most shows attract about 25 participants. New venues can be 30-60. Santa Barbara chapter shows are 35-65. They include Western Dressage. Also have a high point prize for their chapter members.

- Clinic Option: Participants ride a test and get scores plus additional comments and training tips from judge at the end of the ride. Option to do a “free ride” instead of a test to work on specific issue. 15 minute ride with comments

and training tips at the end.

Judges charge \$50 per session for clinics. VHS arranges and pays the chapter \$10/ride. Any FEI judge can do this. No conflict with USDF/FEI rules.

Dec 10 to EOM VHS website will be refreshed for 2022. 2021 activity will be removed.

ADDENDUM B - Potential partnerships presented by the SF/P Chapter
Decision – it was agreed to help support them with publicity and call for volunteers but not to join in organization of events

1. *Virtual clinic with Susanne-Von-Dietze over the Winter*
She is a well known writer. Link to a list of her books is [here](#). She has been a regular columnist for Dressage Today for years.
2. *Cavaletti clinic with Erika <https://www.ejdressage.com/cavaletti-clinics> is being discussed for May 2022* (costs covered, broader appeal?)*
3. *The SFP Chapter show and Northern RAAC is targeted for Summer 2022*
4. *We have conducted virtual rider fitness programs with limited attendance. If your chapter is interested, we could explore these again*
5. *We have conducted virtual test riding clinics with limited attendance. If your chapter is interested, we could explore these again. Due to the virtual clinic format we are able to access top tier judges*
6. *We have discussed a clinic with Sabine after World Cup 2022. She is focused on competition right now so we have not confirmed anything yet.*
7. *We have discussed a potential clinic like the FEI trainers conference that would feature both trainer and judge so participants can learn how to connect the feedback from the judge to their training.*