

## **CDS East Bay Chapter Board Meeting**

Thursday January 6, 2022

### CALL TO ORDER

V. Von Arx called the meeting to order at 7:05pm. V. Von Arx, G. Younger, K. Ditano, J. Bauman, L. Roffey, G. Langsam, R. Masen, present via Zoom. Chapter members Carla Bauchmueller, Ruth Shirkey and Rebecca Armstrong joined the meeting.

GENERAL MEMBERSHIP INPUT: Rebecca commented with how happy she was with our educational events and that the board is rejuvenating the chapter. She also noted that not everyone uses social media and hopes all our communications include emails which we assured her we do.

### **Website - Masen**

We still need the standing rules for the AA clinic.

Website is still receiving the same amount of traffic with approximately 50% open rate.

### **General Business - V. Von Arx/G. Younger**

The AA Clinic will be held at Starr Vaughn, but no interest from our members yet.

VVA has let the SF/P Chapter know that we won't be partnering with them but will offer volunteer assistance when possible.

Need to brainstorm silent auction basket ideas for CDS Central. Will clarify with Paula the parameters.

### **Events - A. McDonell**

- Amanda out sick so no events report.

### **CDSEB Show Concierge**

Even though our first concierge table was not utilized by the riders, we will continue to make a presence at shows and look for optimal location to set up our table.

### **Social Media - L. Roffey**

Facebook Update: The FB page reach went down 45.6%, the page visits went down 47.9%, and the page likes went down 40%. 27 posts were posted October, 24 posts in November, 31 Posts for December. Majority of our members are women, that live in Livermore, Walnut Creek, Oakland and Danville. The ages of our members fall primarily between 35-64. Current member total is 1015, started with 952. It's grown by 63 new page likes

Tack Trader page: Currently 132 members. 15 member requests were approved October, 17 approved December. . 13 posts were approved and posted October, 12 posts approved and posted December.

Instagram Update: Membership started at 37. Membership is currently at 121. Engagement is down 36.7%. 13 posts were made for December.

**Proposed Fundraisers -**

J. Bauman has completed setting up the virtual show for the weekend of March 5. Judge is Melanie Kessler

Discussion around selling logo wear was mixed. We will survey the members to see if this is something they are interested in.

Laurie Daniels will not be doing the Tri-Valley Challenge. Would we consider doing our own?

**Sponsorships - K. Ditano**

Sponsorship opportunity letters went out to all east bay chapter trainers and are continuing to be sent out to our general members. We have two new business sponsors signed up. Will continue to reach out to businesses in the community.

**Financials - G- Langsam**

Bank finally provided the debit cards.

Need to send to CDS Central the year-end financials ASAP.

ADJOURNMENT - Meeting ended at 8:36pm. Next board meeting is February 3 7:00-8:00pm via Zoom