

CDS East Bay Chapter Board Meeting  
Thursday February 3, 2022

### CALL TO ORDER

V. Von Arx called the meeting to order at 7:02pm. V, Von Arx, G. Younger, J. Bauman, R. Masen, A. McDonell, L. Roffey and K. DiTano present on Zoom. Chapter member Ruth Shirley joined the meeting.

### MISCELLANEOUS ACTION ITEMS

CDS Peninsula - we will promote Bio-mechanics event

#### **Website - R. Masen**

Not a lot being posted on the website.

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

- Facebook Update: The FB page reach went up 48.6%, the page visits went up 73.9% and the page likes went up 100%. 32 posts were made in January. Current member total is 1020, up by 5 members, started with 952.
- Tack Trader page: Currently 142 members, 10 member requests were approved January. 8 posts approved and posted January.
- Instagram Update: Membership started at 37 and is now currently at 127. Engagement is down 20%. 6 Posts were made for January. We discussed getting members to post pictures of themselves/horses to increase posts and engagement.

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

- We currently have 6 applications for the AA clinic scheduled for 4/1 - 4/3 and only 2 Juniors have applied. Need to encourage more JR's to apply.
- Silent auction basket - We discussed the idea of auctioning off a single item at a time but feel it might not provide a high enough ticket item. We will see what we can collect by our March meeting. We have a Google doc to keep track of items received. Proceeds go to CDS Scholarships.
- CDS annual meeting - Gundi and Vicki attended. Learned that the Tack Swap raised a lot of money. The Cavaletti Clinic was very successful.
- Standing rules rewrite in progress.

#### **Sponsorship - K. DiTano**

Have contacted all trainers in our chapter with only 2 joining. Need to focus on businesses. Friends of Chapter is not working. Consider offering a promotional item to encourage Friend Sponsorships.

## **Proposed Fundraisers - 2022**

- Virtual Show is on and in the hands of the promoter. We will send an email blast 2 weeks prior.
- Consideration to sell logo items

## **CDSEB Show Concierge**

We need two volunteers the table per show. We are approved to have our table near the entry of the show ring at Yarra Yarra. Kristine and Vicki both offered to help but we need more volunteers to man the table.

## **Financials - G. Langsam**

Georgia was not present at today's meeting so we had nothing to report. Concerns about communication with this position was discussed.

## **2022 Events - A. McDonell**

### Dedicated Events:

- Western Sales spring/fall
- Trail ride
- Bio Mechanics - Possibly June 18th at Gundi's barn. Max 12 participants.  
Consider adding second clinic if we get a big response.
- Virtual Horse Show is confirmed
- Human First Aid Clinic w/Eric. -Waiting on dates for a Zoom format.

## ***Still in the works***

Tack Swap, need to confirm date (10/2), location, possible insurance needs, food, help, etc. We will reach out to other chapters who had a successful tack swap to gather info.

### Sponsor a class for SFP Show/RAAC

Sponsor one class each at our 9 local shows (Yarra Yarra & Greenville) Starting at Training level and continuing to GP. Saddle pad with embroidered CDSEB logo.

## ***Considerations***

*Line dancing - end of year gathering*

*Virtual Freestyle clinic with Diane Kernoodle*

**Adjournment** - Meeting ended at 8:47pm. Next board meeting is March 3, 2022 at 7:00pm via Zoom