

CDS East Bay Chapter Board Meeting
Thursday March 3, 2022

CALL TO ORDER

V. Von Arx called the meeting to order at 7:04pm. V, Von Arx, G. Younger, J. Bauman, R. Masen, A. McDonell, L. Roffey, Georgia Langsam and K. DiTano present on Zoom. Chapter member Elena Kempf joined the meeting.

MISCELLANEOUS ACTION ITEMS

Nothing new to report

Website - R. Masen

Emails are sent out every week. 45% open. We need to separate the list of trainers from our membership in order make it easier for trainer outreach. We need to send EM's to promote volunteers.

Social Media - L. Roffey

10% growth across all sites

General Business - G. Younger/V. Von Arx

- We are in line with the standing rules and they are working as they are but will eventually need to update
- AA clinic at SV is still on, there was an email sent to all participants regarding biosecurity during the clinic
- Gundi will check with the Halliwells regarding getting a summary of the Jr/Yr clinic
- Tack swap: we all agreed that we will table this event until 2023. None currently has the bandwidth to take this on, however Lindsey indicated that she'd be interested in organizing it in 2023, IF someone else can take on social media.
- Silent Auction Basket - No deadline but may need someone to take this on
- We all agreed to table the Tack Swap for 2023. Lindsey may be willing to organize if some can take on social media.
- Georgia confirmed she will organize the 4/30 trail ride.
- We all agreed to an in-person meeting. Saturdays seem to be best for everyone. GL offered to host. Perhaps mid June. A good opportunity for board members to reflect on their position and to discuss our events and the spacing throughout the year.

Sponsorship - K. DiTano

We are up to 13 business sponsors. Still sending requests to various business' with little response. Friends of the Chapter has not been successful despite multiple EM's. May need to offer promotional item to encourage donation.

Proposed Fundraisers - 2022

- Virtual Show - At this time we have 7 entries but expect more last minute.
- We discussed selling logo items but need to understand the tax ramifications - may be too much trouble.

CDSEB Show Concierge

Getting great feedback from the YY show. Will continue to provide this service but will need more volunteers - at least 2 per show.

Treasurer Report - J. Bauman

- February 7, 2022 the board voted in favor to replace G. Langsam with J. Bauman as Treasurer. All financials, including checks, statements, cards, etc have been given to JB.
- JB said we are up to date with the financials and ended the 2021 year with \$11,400.
- We will consolidate PayPal with Heritage bank.

2022 Events - A. McDonell

Established Events

- Human First Aid Virtual Clinic - March 16 7-8pm via zoom
- Spring Trail Ride - April 30th
- Western Sale - May 7 & Nov 12
- Bio Mechanic Clinic w/Erica Posley - June 18th (3 hours)
- Elections - Nov 22

- Embroidered saddle pads given away at YY & Greenville shows to one class & 2 divisions

ADJOURNMENT

Meeting ended at 8:31pm