

CDS East Bay Chapter Board Meeting
Thursday April 7, 2022

CALL TO ORDER

V. Von Arx called the meeting to order at 7:06pm. V. Von Arx, G. Younger, J. Bauman, R. Mason, K. Ditano, and A. McDonell were present via Zoom. No chapter members attended.

MISCELLANEOUS ACTION ITEMS

Nothing new to report

Website - R. Masen

No new updates. We now have our Domain and Zoom name switched over. We still need to do the hosting.

Social Media - L. Roffey

Not much to report, since many shows and events were cancelled and thus social media was a bit slow. Hopefully it will pick up this month! The tack trader site had moderate growth with 11 posts and 7 new members with membership at 145 members. The FB page also had moderate new growth with 5 new page follows with a total of 1,141 followers. The IG page grew by two followers with a total of 145.

Sponsorship - K. DiTano

Seeking sponsorships has been difficult. We have some businesses supporting our chapter but our general members seem uninterested. We may need to offer a promotional item, i.e. hat, t-shirt to encourage support. We discussed other ways to generate income such as having one big event, auctioning off an item of the month (special article of clothing from a high performance rider, horse shoes...) and having a series of continuing educational events. We will explore ideas at our next meeting.

General Business - G. Younger/V. Von Arx

- AA clinic has been postponed due to EHV
- JR clinic happened and our juniors submitted letters and thank you notes.

It was noted that, in spite of multiple attempts to reach out to the juniors, there was only one family who responded. We need to find ways to get the trainers who work with juniors involved. This will be discussed at our next meeting.

- Standing rules rewrite is postponed to 2023

Treasurer Report - J. Bauman

Our virtual show raised \$154 and virtual first aid made \$260.
Our PayPal is now attached to our bank account.

Fundraisers - 2022

Virtual Horse Show - Vote passes to add a second virtual horse show. Jan will handle this.

Merchandise - Logo items to sell will be blue aluminum water bottles and baseball caps. We can sell at our local shows as well as take barn orders. Jan will check with sales tax info

Silent Auction/Baskets - Separate items to sell individually - one per month. Each board member will try to put a list of business contacts/donations to share with one another. We will discuss how to split the earnings.

CDSEB Show Concierge

Next show is at Yarra Yarra May 1. We will need 2 volunteers to split the time. Table is approved to be set-up next to warm up arena. Supplies in shed at YY.

2022 Events - A. McDonell

Established:

- Amanda will contact Frank to confirm Western Sale for May 7 and November 12.
- Spring trail ride postponed due to EHV. Georgia will let the park know.
- YY and Greenville shows - Logo saddle pad given to one class winner.
- RAAC - we will sponsor a class with a generic bucket prize.
- Rider bio-mechanic clinic w/ Erica Posley - need date confirmed. \$90/mem \$110/non

Proposed:

- Alternative therapies clinic by Starwood. June 2 (will move our monthly board meeting to the 9th to accommodate)
- Tracy Rainwaters - Posture, conformation & stability in the modern sport horse. Will ask Tracy for dates.
- 2nd virtual horse show. Jan will arrange.
- Tack swap 2023 - Lindsey?
- Preparing/psychology for showing

ADJOURNMENT

Meeting ended at 8:38pm.

The May board meeting will be in person at K. DiTano's house. Time and date TBD