

CDS East Bay Chapter Board Meeting
Thursday, June 9, 2022

CALL TO ORDER - 7:15 PM

G. Younger, V. Von Arx, J. Bauman, R. Mason, K. Ditano, A. McDonell present on Zoom.

Members Ruth Shirkey and Jessica Bielenberg joined the meeting.

MISCELLANEOUS ACTION ITEMS AND UPDATES

General Business - G. Younger/V. Von Arx

- We are postponing the Alternative Therapies event.
- It was discussed that when we have a free presenter, we will offer educational events for free to our members.
- Gundi is working with Laurie Daniels to assist with possible new nominees/board members and their specific roles.
- Conversation with Ruth about lack of participation in rider awards at championships.

Website - R. Masen

- Sent emails notifying the cancellation of Alternative Therapies event.

Social Media - R. Roffey

- Facebook Update: The FB page reach went up 8.5% over the last month, the page visits went down 15.8% over the last month, and since last month, we have gained three new page likes. There were 13 posts made in May. Current member total is 1154, started with 952 in November 2021.
- Easy Bay Tack Trader page: Currently 156 members up from 142 from last month. 11 posts approved and posted May.
- Instagram Update: Membership started at 37. Membership is currently at 149. Total of 110 posts on Instagram page.
- Requests to continue sending photos or anything of interest to post to social media.

Sponsorship - K. DiTano

Nothing new to report

Treasurer Report - J. Bauman

Current bank account \$12,000

Board members please send any receipts needing reimbursement to Gundi so we can balance and verify our account.

Fundraisers 2022

- Virtual Show #2 is confirmed for August 27 - 29. Judge is Fran Kehr (S judge from TX). Show organizers will promote 2 weeks before event but we should start promoting soon.
- CDS Logo items - will be available as a donation to CDSEB.
Water Bottles \$20
Baseball Caps - TBD
Pins - Free
- Silent Auction - October 1 - 15

We have many items but still need to contact barns to add items/product

Show Concierge

Still working on getting juniors to man the table at YY & Greenville shows

2022 Events - A. McDonell

- Rider Bio-mechanic clinic with Erica Posley is full - June 18. \$1,100 collected. Need to organize food and beverages. Gundi will work out location logistics to participants prior to event.
- New date for Alternative Therapies & Medicines zoom clinic with Starwood Vet is Nov 10th and will be free to members
- Posture Conformation & Stability in the modern sport horse is October 13th and will be virtual.
- BBQ & Bocce (Danville) - will check for dates in October. Rental is \$75 for 2 tables and \$10 for a Bocce court.
- Western Sale - will follow up with Frank to see how he wants to offer the discount.

ADJOURNMENT - 8:17PM

Next board meeting is July 7, 2022 at 7:00pm