

CDS East Bay Chapter Board Meeting

Thursday August 4, 2022

CALL TO ORDER

V. Von Arx called the meeting to order at 7:09pm. V. Von Arx, G. Younger, K. Ditano, J. Bauman, R. Masen(briefly) attended via Zoom.

General Business - V. Von Arx/G. Younger

Discussed the potential committee volunteers, i.e. Lucy Halliwell, Lexi Halliwell. Lisa Wiley Woefel and Jess Bielenberg.

Newsletter - Rachel

Newsletter received positive feedback. Will go out 1 week after our monthly board meeting. Board members can now add pics and info that might be meaningful/relevant to our members.

Social Media

Lucy Halliwell will manage our social media. Lindsey will need to meet with Lucy to share info on our platforms as well as deciding if we should maintain Tack Trader Marketplace.

We had an increase in people looking/using our website.

Sponsorships

No new news

Treasurer's Report - J. Bauman

Not much activity this month - \$100 going to RAAC and \$175 to Annuals

Fundraisers - 2022

Virtual Show #2 - So far we have 2 entries.

We will send emails to each chapter head to promote.

Promote on social media every few days in August prior to event.

Silent Auction - Oct. 1 - 15

Vicki wrote 'thank you's' to donors

We have 26+ auction items so far

Board voted 'yes' to pay additional \$100 for no outside ads

Show Concierge

We are trying to get committed volunteers to take this on. Possibly Juniors.

Elections - Nov 22

Leaving board: Lindsey Roffey. No word from Georgia Langsam
New positions to fill: marketing, social media, sponsorships.

Interested volunteer positions:

Lucy Halliwell - Social Media

Lexi Halliwell - Jr. Rep

Lisa Wiley-Woefel - Director at large

Alena - Social Media, collaborate with Lucy

Need to address the 2yr terms and 3 yr terms to best manage overlap

Upcoming Dedicated 2022 Educational Events

Virtual Horse Show #2 - August 26 - 28

Posture, conformation & stability in the modern sport horse with Dr. Tracey Rainwaters
October 13 via Zoom

Alternative therapies and Medicines with Starwood Vet - November 10 via Zoom

2023 Potential Events

Strengthening exercises for rider - Jamie Shortz

Ground stretches for horse pre-ride (possibly recorded)

Nutrition for the sport horse

Tack sale/social

BBQ & Bocce

Virtual freestyle clinic with Diane Kernoodle

ADJOURNMENT - meeting ended at 8:35pm. Next board meeting is September 1st
7:00 - 8:30 via Zoom