

CDSEB January 5, 2023 Board Meeting Minutes

Call to Order - 7:03pm

In attendance:

Gundi Younger
Rachel Masen
Vicki Von Arx
Jan Bauman
Kristine Ditano
Lexi Halliwell
Jess Bielenberg
Lisa Woelfel
Elena Kempf

General Business - V. Von Arx/G. Younger

Gundi & Vicki will be attending the CDS Annual meeting and "Let's Ride Dressage" Jan 14 - 15. Amanda & Kristine are creating our chapter basket that Vicki will drive down. Tack Trader FB Group is officially shut down.

Re-Cap of the November events - V. Von Arx

Still waiting for data on the Western Sale to see how the new way of offering the discount went.

Haven't heard back from Frank yet but will try to reach out again.

Treasury Report - J. Bauman

There has been no activity for the last couple of months. Annual report was given to CDS Headquarters and they were quite pleased with how quickly it was sent (gold star).

Website/Newsletter - R. Mason

Working on getting the sponsorship poster completed. Will send out newsletter to our members highlighting upcoming events and a call for volunteers.

Social Media - J. Bielenberg & E. Kempf

Jess will be handling the concierge table at the YY show.

Jess and Elena are coming up with new ideas for social media

Sponsorship

- all 2022 Silent Auction donors are names 2023 Sponsors Western Saddlery will be on the 2023 Sponsorship list
- Lisa Woelfel to follow up with Wyvern and Barglow Dressage if they want to continue sponsorship for 2023

- Rachel Mason to follow up with Drake Saddle Savy (done, Drake Saddle Savy will sponsor in 2023)
- In 2023 will only offer: Business Sponsorship and Friend of Chapter (website already updated accordingly)
- Silent Auction is the annual sponsorship drive.

Jr/Yr Report- Lexi Halliwell

Still developing a plan to contact Jr sponsors and outreach to Jr/Yr riders and their parents.

Upcoming Events 2023 - V. Von Arx

- **1/25** Posture, Conformation and the Modern Sport Horse (T.Rainwaters) is set up for Zoom and will be frequently promoted on our social media.
- **2/28** Virtual Horse Show #1 is confirmed
- **Date TBD** - Fitness w/Jamie Pestana - Agreed to have the event in person. Gundi offered her barn.
- **May 6th** - /Breath-work Clinic w/Tracy Rainwaters - We would like this to be 'in person'.

Fundraisers

Silent Auction - October - This will be our sponsor drive. We will start gathering donations starting in August and we will hold 3 virtual horse shows.

Adjournment - Meeting ended at 8:18

Next meeting Feb 2, 7:00 via Zoom