

CDS EB Meeting, February 2, 2023 – MINUTES

Call to order: 7:04pm Directors: V.Arxx, Masen, Bauman, McDonell, Kempf, Woelfel, Younger

1. Public comment – no public attended the call
2. General Business

Vicki and Gundi reported from CDS Symposium and Annual Meeting:

- Chapter basket sold for \$90
- EB winner of Best Newsletter, \$500 award
- Reflecting on the regional breakout sessions Vicki motioned to ask CDS Central to let EB join “North Region” for better serving our membership. EB members attend shows and events in North more than Central. Our collaboration with other North Chapters would be more impactful to our membership.

Action: VVA and GY to make request to CDS Central

- AA / JRYR Clinics dates & clinicians: We learnt right after the meeting that CDS has in fact selected clinicians for the series of clinics.

AA Clinics:

March 24-26 Central (Mountain View Farm, SLO)

April 28-30 North (Starr Vaughn)

June 2-4 South

Clinician: Melissa Creswick

- JRYR Clinics:

March 10-12 North (PEC)

May 19-21 South

Clinician: Nadine Schwartzman

Action:

- **Rachel to put clinic dates in Newsletter and Social and website**
- **Gundi to double check EB and CDS SR regarding participation rules**
- **Jan will receive applications**

3. Western Saddlery Sale in November 2022:

The event was ok, ppl dribbled in over the week. Unfortunately, there were some ppl that are NOT members that took advantage of the sale. Western Saddlery honored their commitment and didn't argue with them. Going forward we have to find a way to control the audience. Ideas were to mail coupons, some sort of proof beyond the membership list that ppl are in fact ok to shop at the sales. Western confirmed that they CANNOT return to in-house sales events for the time being. Staffing in an ongoing issue for them. However, Western is committed to the Chapter to continue with this tradition.

ACTION: Amanda and Vicki will research how to better control the audience.

4. Concierge Table:

- Jan 22 show was cancelled
- Feb 12 show: Vicki and Jan will coordinate manning the concierge table. **Any other volunteers are welcome!**

5. Treasurer Report:

- Bank balance approx. 14k
- CDS Annual Meeting attendance costs chapter approx. \$1,000, next year should be less since the meeting will be up north.
- Wyvern Farm & Barglow Dressage made a \$500 donation

6. Website/Newsletter:

Annual Meeting Recap, AA & JRYR clinic dates, Posture & Conformation Lecture recap and more scheduled to go out asap. Recorded lecture posted on website. Dates for clinics and other events updated on website.

Recorded Starwod lectures got approx. 25 views.

Recorded Tracy Rainwaters lecture already got over 100 views.

7. Social:

- Elena started posting equestrian related historical fun facts to IG
- FB data shows that we are reaching ppl on social media. Most popular post on FB was the sign up to the Posture & Conformation lecture. Special shout out to 'Newsletter Award' post, it got over 70 'likes)

Action: all board member please make a 30 sec video intro

8. Jr/Yr:

Lexie and her sisters continue to work on mailing out the CDS plagues. There is still some research to be done regarding mailing addresses. She is in touch with CDS Central.

9. Events:

- Events dates are updated (see events calendar)
- Remember to provide insurance wavers and other forms to CDS for in-person events
- Silent Auction: everyone to help secure donations

ACTION: Regarding Tack Sale & Luncheon – everyone please provide feedback on how you would like to see event:

- **part of a horse show at YY or GV**
- **separate event**
- **members can donate items to the Chapter and the Chapter will sell for them and keep profits**
- **members can 'rent' a table and sell their own**
- **please send you feedback or discuss with Vicki by Feb 12**

10. General Discussion:

- reaching members that do not regularly read email or social posts

ACTION: Amanda and Vicki will create a postcard with all events for the year that will be mailed to all members. This postcard should include a reminder to put EB email in VIP of Favorites list

Adjournment: 8:10pm