

## CDS EB Meeting, November 2, 2023 - MINUTES

CALL TO ORDER - 7:02pm

BOD Present: Younger, Von Arx, Masen, DiTano, Woelfel, Bielenberg, Kempf

### Public Comment - 0

- **General Business** - Von Arx  
Virtual Show - we had 23 rides and made \$46. Unintentionally spent extra on advertising which we weren't aware of. Overall, it was well received with valuable feedback. We will plan to do it next year.
- Tack Sale - We had 22 vendors that had a wide variety of items for sale. Feedback was positive except vendors were hoping for more buyers. We had competition with other events, show, clinics and Dover sale concurring at the same time. This event will be tabled for the Dec meeting.
- Greenville Luncheon - This was a big success. Everyone enjoyed the lunch and the social experience. We will keep in touch with Erica who may consider other types of events that we can participate in, i.e schooling shows & clinics.
- CDS - Ruth Shirkey and CDS said it may be possible to have our chapter fall under North instead of Central. We will continue to update on this.
- AA National Championships - Ruth Shirkey has qualified and is on her way to the Showgrounds. We will try to follow her and get feedback from her experiences.

### Treasurer Report - J. Bauman

Tack sale made \$230, Virtual show \$46. \$200 went to Katy Barglow for the Open Rider incentive.

### Website - R. Masen

- Newsletter - will post about the auction, tack sale wrap up, Greenville luncheon pictures and virtual show winner.
- Will post our 2024 schedule for shows and events.
- Will delete sponsors who aren't renewing in January and add new ones.
- Please be aware of spam posts and anything that looks weird so we can ban. Please report to Rachel.

### Social Media - E. Kempf, J. Bielenberg

- Facebook seems to get the most traction.
- Auction is getting a lot of attention.
- Are our posts being sponsored? Jess will check on that.
- **The board requested that Elena feature auction items everyday until the auction ends.**
- **Elena to complete the sponsor highlights by year end.**

### Upcoming Events - V. Von Arx

- We will talk about 2024 events at our Dec 7 meeting. Please send any ideas to Vicki prior to next meeting.
- We have 6 events we hope to solidify for 2024: Starwood Biologics in January, Tracy Rainwaters Breath-work in March, Jamie Shortz Human & Equine body/chiro, Tack Sale, Auction and Western Sale.
- January will be our overall planning meeting - in person?

ADJOURNMENT - Meeting ended at 8:05pm

Next meeting is December 7th at 7:00pm via Zoom.