

CDS Gavilan Chapter Board Meeting
March 5, 2008

Chapter Chair Julia Hutchinson called the meeting to order at 7:15 p.m. Members present were Jan Carrasco, Zana Donnelly??, Laurie Farmer, Carey Fayram, Rebecca Greening-Vignieri, Julia Hutchinson, Lorraine Kainuma, Kyle Karnosh, Mary Muellner, Matt Vignieri. The meeting agenda is attached.

- I. Treasury Report (Matt Vignieri)
 - a. Matt reported that we have \$5150.55 in our account at present. \$75 came in from CDS for the competition clinic. Approximately \$300 has been spent in the past month. The Treasury Report is attached.
- II. Woodmyst Chapter Show (Keira Pride)
 - a. Discussion deferred to next meeting since Keira was not able to attend.
- III. Chapter Website (Matt Vignieri)
 - a. Matt has started working on our new chapter website and will do a mock-up for the board to review within the next few weeks. Rebecca reported that the new format is very clean and looks good.
 - b. Matt reviewed the new website content and asked for any additional suggestions. Lorraine asked about a volunteer page. Julia and Lorraine have started working on the information for a volunteer program page. Rebecca suggested that we create a volunteer brand/button. Matt, Julia and Lorraine agreed to work together on a volunteer page on our website.
- IV. Newsletter & Website Ads (Matt Vignieri)
 - a. Matt reported that the newsletter inputs close on March 24th. He has had some issues with newsletter ad requests that are too large in terms of space required.
 - b. Matt suggested that the chapter needs to set pricing for various ad sizes. Per Matt, a “block” is approximately 1.5” x 1.5”. A banner ad would be approximately 1.5” x 8”. Matt recommended charging \$25 per block ad and charging per block (1.5” x 1.5” space). He noted that the website ads will be posted for a full year. Carey suggested that a discount could be applied for a sponsor who buys both newsletter and website ads. As an additional data point, Matt stated that one will pay \$30/month for a 2 line ad on Google.
 - c. Rebecca suggested that we could post some information on advertising on our website, and also suggested that the chapter could run a classified ad section for chapter members. We could offer free limited text postings and apply charges if an advertiser wants photos, videos or other enhanced content.
 - d. In terms of nomenclature, Rebecca suggested that we keep it simple and offer business card ads and banner ads. The sizes in the newsletter or on the website need not match the size of a business card precisely.
 - e. Rebecca moved that the board approve the newsletter ad fees as:
 - i. Classified text up to 25 words: Free
 - ii. Classified ad per additional photo or link: \$10 each
 - iii. Business card ad: \$65/year
 - iv. Banner ad: \$130/year
 - v. No ¼, ½ or full page ads will be supported.

Laurie seconded the motion, and the motion was passed.

- f. For the website, Julia moved that we reserve the front page of the homepage for top level chapter sponsors. These sponsors will also have embedded logos in the menu portion of the web pages. Laurie seconded the motion, and the motion was passed.
- V. Club 100 (Juniors) Sponsorship by Chapter (Julia Hutchinson)
- a. Julia received a package from CDS suggesting that if we have 125 members in our chapter, we should donate \$125 to the Club 100 for juniors. Laurie stated that we had traditionally donated \$100 toward the adult championships and \$100 to the Junior Championships to sponsor a class.
 - b. Julia moved that the chapter send a check for \$100 to sponsor a class in the Junior Championships. Laurie seconded the motion, and the motion was passed.
- VI. Show Update (Laurie Farmer)
- a. Laurie reported that there have been a number of changes since the last meeting. Tracy O'Hare is willing to serve as the EMT for the show for the \$175 rate in order to match the local competition. She will not charge the chapter any Travel & Living charges.
 - b. Susie Lombardi canceled her commitment, and thus Bobby Keville will serve as our Technical Delegate for both Sunday 3-star shows.
 - c. The Dover Medal program is now requiring 2nd Level Test 3. The website must be updated with this information.
 - d. Paula Langan is putting the prize list changes in each issue of the Omnibus. The Grand Prix class must add "+ Qualifying" and must reflect "Test B." We must also announce that we are no longer doing the Tri-Chapter Challenge. Laurie will submit the changes to Matt, and Matt will update our chapter website.
 - e. Per Paula Langan, we must now have food available at all 3-star shows. Laurie will check out Garlic Country Dressage's new food vendor. Matt agreed to serve as a back-up food vendor for both shows if needed.
 - f. Laurie announced that our standard volunteer scribe has moved to Texas. Carey volunteered as a possible scribe. Jennifer Coyne-Wilhite's mother was also mentioned as a possible scribe given that she has done a lot of scribing in the past.
 - g. Carey volunteered to organize a scribing clinic to try to increase the ranks of potential scribes within the chapter.
 - h. The majority of those present at the meeting volunteered to Lorraine to help with various show duties for the May 17 and June chapter shows. Everyone agreed that limiting scribing duties to ½ days would be a good idea, if possible. Lorraine was also asked to add a volunteer function for "test reader."
 - i. Lorraine asked about the supplies needed for the various volunteer positions. She agreed to put together a list of recommended volunteer supplies and send the list to Julia, Laurie, Matt and Rebecca. Laurie stated that the show manager normally provides the plastic gloves needed for bit checks along with all the supplies needed by the scribes. The food vendor/booth will be used to supply volunteer refreshments.

- j. The board agreed to ask all show volunteers to wear red shirts for easy identification. Lorraine will investigate low cost options to produce volunteer buttons.
 - k. Board members and others can bring donations for volunteer raffle prizes to each board meeting, and Lorraine will collect the donations.
- VII. Gail Hoff-Carmona Clinic (Lorraine Kainuma)
- a. Lorraine discussed several financial scenarios for the clinic. See clinic attachment. The clinic fees were proposed at \$135/ride such that 6 riders each day over the 2 days would enable a break-even scenario. If the clinic had 10 riders each day (Gail's maximum), then the chapter would earn a projected profit of \$300. For an unfamiliar clinician, \$135/ride is deemed on the high side for clinic fees in this area.
 - b. Lorraine had proposed not charging for auditors, but the board felt that a nominal \$10/day audit fee should be applied to at least cover the cost of the refreshments and light lunch.
 - c. The board asked Lorraine to investigate several items:
 - i. Ask Gail if she is judging at the CDS Championship Show in October.
 - ii. Check Jeff Moore's clinic schedule for any conflicts.
 - iii. Ask Gail if she will agree to a cancellation of the clinic with no charges if we do not have at least 12 ride slots filled by August 5 (30 days in advance).
 - d. Julia suggested that the board may consider covering Gail's travel fees if the June Chapter Show does well financially. If this becomes feasible in early June, the chapter could offer the clinic rides at \$100/lesson (or what we must pay Gail per lesson).
- VIII. Chapter Newsletter (Julia Hutchinson)
- a. Julia discussed potential newsletter articles on the May Chapter Trail Ride, plugging the May 17 chapter show at Woodmyst, and the Competition Clinic report. Laurie will write an article to promote the June Chapter shows. Rebecca offered to do a "Judge's Box" article to highlight our various chapter judges.
- IX. Next Chapter Meeting
- a. The April Chapter meeting will be held on Tuesday, April 1st, at Rebecca's home.

The meeting was adjourned at 9:50 p.m.