

Gavilan Chapter CDS Board Meeting
May 6, 2009
Held at Julia Hutchinson's Home
7:00 p.m. to 9:00 p.m.

Board Members Present

Jan Carrasco
Julia Hutchinson
Mary Muellner
Maureen van Tuyl
Matt Vignieri
Laura Walker

Others Present

Jacqui Cole
Zana Donnelly
Rebecca Greening-Vignieri
Lorraine Kainuma

I. Call to Order

Julia Hutchinson called the meeting to order at 7:31 p.m. and passed out copies of the meeting agenda.

II. Monthly Reports

A. Secretary/Minutes – Rebecca

Jan moved to approve the April meeting minutes, Laura seconded. The board approved the minutes as documented.

B. Treasury -- Matt

Matt passed out the treasury report. The chapter has \$6,652.89 in the account. The balance will decline slightly when we must pay for the volunteer t-shirts (\$324), \$150 to Peggy Klump, and \$140 to CDS. Matt would like for the chapter to end 2009 with about a \$9,000 balance similar to 2008 if possible.

III. Old Business

A. RAAC and Roll Event Update – Rebecca/Julia

Rebecca reported that the enrollment for the RAAC and Roll event was lower than expected. We only had interest from 3 auditors and 3 riders. Thus, the board supported postponing the event. Rebecca suggested that the chapter should consider doing a feedback survey via an email blast to find out why people did not respond to the clinic. Jan moved to approve the email survey; Matt seconded the motion; the board approved.

Jan has learned that many chapter members do not read their email. Laura also confirmed in doing the show management that many people do not use email. Matt feels that there is a general lack of enthusiasm for educational events. Maureen agreed. Matt pointed out that we did a survey at the end of 2008 and people indicated that they wanted more educational events and more play/fun days. Julia received feedback that indicated that people might be intimidated and equated being a demo rider with being a very good rider with a spectacular horse. Julia suggested that the best way to recruit people to attend events is to call people on the phone.

Rebecca reported that the chapter has incurred costs for the RAAC and Roll including \$72 x 2 (\$144) for 720 email blasts sent twice by Paula Langan, a \$150 cancellation fee on the airline ticket, and another \$100 for a total of \$394 in outstanding clinic costs.

Peggy Klump has suggested an alternative clinic format called Harmony and the Happy Horse. It is a two day clinic costing \$850 for the 2-day format. It uses dressage principles but includes group lesson formats that can include multi-discipline riders.

Laura stated that she had a couple of open riders that were hesitant to sign up for the RAAC and Roll since they are open riders. Such riders want to follow the rules and thus would not participate in an event designed for amateurs.

Matt suggested that you could rename the RAAC and Roll as a “how to improve your test scores” clinic. He suggested that the email blast could outline both clinic formats and ask people which they would prefer. Jacqui suggested making up a survey and having it available at the chapter shows.

Rebecca will gather more information on the Harmony and Happy Horse clinic and present to the board in the future. Peggy has October 24-25 available and November available as potential dates. The RAAC events are July 18-19 in Menlo Park and September 5-6 in San Luis Obispo.

Rebecca suggested that we survey the membership to see how many of them show. Jacqui pointed out that our area is very trainer-dense. Julia and Matt reiterated the results of last year’s activities survey. Scribing clinic, competition clinic and schooling shows were the most popular ideas. Community SPCA support was the #1 priority for community events.

B. Web Update – Matt

Matt reported that he received the input needed from all the content writers but has not had the time yet to update the website. Julia suggested that she will not make any commitments to potential sponsors yet for the new website. Matt will target updating the website by the next meeting but cannot make a firm commitment.

C. Show Update – Laura

Julia has a person who is a potential sponsor for our chapter. She sells jewelry, mainly silver. Julia passed around some brochures for review and suggested some potential

negotiating tactics. She could possibly sponsor a class, offer a prize or set up a booth during the competitors and volunteers' social hour.

Laura reported that Pamela Miller and Carrie Coe (Seven Oaks Farm) plan to bring 10-15 horses to our June show. Ellen Corob is our show secretary. Laura estimates that she has about 6-8 entries for the June show already besides those of Seven Oaks. We did manage to get Tracey Lert as our judge. Laura sent emails to contact all of the show officials to reestablish contact and did publish the judge change with Paula Langan for the CDS publications. Rebecca will work with Laura on show management tasks as a back-up.

Matt asked if Keira Pride had contacted Laura. Keira asked if she could help with a one-star show to learn for next year. Keira asked if the chapter would like to sponsor a show at Rancho Gavilan in 2010. Keira would be willing to manage and secretary a one star but only manage a three star. Matt will express interest on behalf of the chapter and will ask what the facility rental costs are for Rancho Gavilan.

Katie Hoefs will shadow judge with both judges at our chapter shows this year. Rebecca volunteered to make calls to solicit volunteers and scribes. Tracy O'Hare already has a conflict for EMT for the June show. Laura will try to find a local EMT. Bobby Keville will drive down with Lilo Fore for the August show to save on expenses.

Laura reported that we should have a sufficient supply of ribbons but may be cutting it close on first place ribbons. Laura and Rebecca will meet with Laurel Brun to coordinate on the shows.

Rebecca reported that an SFP Chapter member would be more than happy to promote our shows on their website with a reciprocal agreement. We could consider doing this with all of the Bay area chapters and Paso Robles.

Lorraine requested that people solicit small volunteer gift donations. Jacqui suggested the Red Barn Horse cookies person. Matt suggested soliciting from Silacci's Feed Barn. Matt has some items to donate as well. Jan volunteered for both days for June. Rebecca will volunteer outside of rides. Julia will volunteer. Matt will do the food. Per Laura, Megan will ring steward. Zana will volunteer outside of riding. Steve may help as well. Lorraine will also solicit Ed Sayre as well. Laura reported that Bobby Keville will scribe for Lilo for the august show one star and then TD for the 3 star.

Laura also needs help with show set up on Friday, June 19. The mirrors, chairs and lanai need to be cleaned. Jan, Mary, Rebecca and Julia volunteered to help with set-up.

For future consideration, Jacqui reported that the chapter could buy a used porta-potty for about \$90 and it normally costs only \$15/month to have it serviced. The weekend service is much more expensive.

D. Adopt a Member – Julia

Julia proposed this program as a phone tree plan for the board. Each board member/caller is assigned about 20 people to call. This is infrastructure for future potential needs including fires, etc. Rebecca suggested that we should call ourselves “designated sponsors” and let them know that they can call us for fires, emergencies, help, advice, etc.

IV. New Business

A. Code of Conduct – Board Signatures

Julia passed out CDS code of conduct forms for board members to sign.

B. Local Photography Service

Zana presented information on a local photography service that also offers cups, mugs, bags, tiles, bookmarks, etc. using your photos. She only charges \$50/hour for her services.

C. Another Gail Hoff-Carmona Clinic

Lorraine asked if the chapter would like to sponsor another clinic with Gail Hoff-Carmona in the fall. Rebecca will firm up the clinic dates with Peggy Klump then Lorraine will pursue late fall, or winter dates with Gail and Ann James’ Spring Valley Farm facility (covered arena).

D. 2010 Chapter Shows

Laura will get the 2010 show dates from Paula Langan. Laura and Lorraine will approach Gail Carmona about judging the June 2010 show. Loris Henry may be a good judge for the August show. Jacqui said that Loris was a good draw the last time the chapter had her as a judge.

V. Upcoming Board Meetings

The next meeting will be held on June 3 at Lorraine Kainuma’s house at 7 p.m. Rebecca will host the July 8th board meeting. Laura will host the August 5th meeting.

VI. Adjournment

Matt moved to adjourn the meeting; Jan seconded. The meeting was adjourned at 8:51 p.m.