

Central Florida Dressage Association
Minutes of the Meeting held 1/13/2010
Meeting held at Amura Restaurant

Present: Ann Chartier; Diane Delmain, Susan Croft, Kathy Dennis, board members. Bee Carlson, new member; Barry McKie and Jeanie Bell, members.

Absent: Kimberly Puthoff

The meeting was called to order at 7:10 pm

Minutes for the prior meeting were not read; they had been approved via email after distribution to board members.

Treasurer's Report: Kathy reviewed the report provided by Kimberly. Current cash balances are \$3,367, after allowing for one small pending expense. Through the first half of January, the club has a \$99 gain, primarily due to membership income.

Membership Report: This year's membership currently stands at 49. With the addition of Bee Carlson, we have reached 50. Ann discussed our big goal which is 100 members; Last year we had approximately 65, and she believes that 75 this year should be very attainable, and with some work, we can pick up more.

Website Report: Ann provided a chart of unique visitors. As previously noted, traffic has improved significantly in the last 6-8 months. January of this year has seen an enormous spike of unique visitors, 1000 as compared to prior months in the 400-450 range. At this point there is no explanation for the increase.

Enews Report: Two Enews distributions have been done thus far in January. They were opened by 63% and 58% of recipients. About 40% clicked through on the general Enews; 72% clicked through to the Survey.

Survey Report: to date 28 of the 94 recipients have completed the survey (29%). Ann will resend to those who have not responded. Of interest is that the completed forms included a number of ideas regarding locations for our events.

Facebook Report: CFD has a total of 175 Friends. Susan raised the question of whether we want to join any Facebook groups. After some discussion the general conclusion was "no" but with the caveat that Susan could make the decision if any seem appropriate.

Old Business

Sound Equipment: Ann updated the group on Camille's efforts to get a receipt detailing the equipment she purchased. If we attempt to resell the equipment, we may get 50% of its value. Barry indicated that he has some sound equipment that we can try and it might work for us.

Centerline Publication: The next issue is almost complete. Copies will be mailed and Kathy will help fold, sticker and mail.

L Judge Program: given the complexity of this, CFD will review again next year.

New Business

Secretary Position: A motion was made, seconded, and unanimously approved for Kathy Dennis to step into position and duties of CFD Club Secretary. CFD welcomes Kathy Dennis to the Board and we look forward to a great year working with her. Thanks Kathy!

Cavalria: Susan has made great progress arranging a trip. Approximately 50 emails were sent, 12 people have committed and others are interested. Susan has also arranged bus transportation and will handle all the financial aspects.

Trail Rides: All agree that this would be a nice activity to offer. There was some discussion about insurance and CFD risk, with the conclusion that we would not officially “sponsor” the ride. Susan discussed a ride that is planned for Lake Louisa in Clermont on March 27, 2010.

Clinics/Activities Diane is waiting to hear from Gwen Poulin, who we are hoping to schedule in the spring. After reviewing initial Survey results on activities, Board decided to wait for remainder of survey results before picking the events to plan. CFD already has planned events in February and April and there is a busy recognized show schedule in March. CFD board agreed our next planned clinic or lecture event will be in May 2010.

Jean Thornton Clinic: Jean Thornton is scheduled for February 6; some people have indicated interest though we have not yet received registration forms. The cost to ride in a 45 minute lesson varies from \$30 to \$65 depending on CFD membership status and private vs. semi private lesson. Specifics are on the website and the Clinic Flyer.

CFD Banquet: The date has been established as April 24th. We discussed several location options that had been researched, and did not reach a final conclusion. It was agreed that a dinner would be better than a luncheon. The group further discussed the cost and what would be acceptable to our member base. We settled on the \$30-\$35/person range and it was also agreed that we would consider subsidizing something in the area of \$5/person. Total attendance is estimated at 60 people.

A brief discussion of the various awards took place; most had already been determined, however Diane presented several options for the gift to be provided to all attendees. The group agreed that we would give stemless wine glasses, each of which would have the CFD logo.

The board and others were encouraged to find items for the raffle and silent auctions. These do not need to be horse-related items.

CFD Store Items: Diane also shared research she had done on polo shirts and baseball caps. She will do a bit of additional work and provide prices on the “short list” of styles that we preferred. It was proposed that CFD take pre-orders before determining order quantities. Also, Kimberly reminded us prior to the meeting that she will research our sales tax liability, and recommended that we not go live on the website until she obtains that information.

The meeting was adjourned at 8:55 pm.