

**Central Florida Dressage Association**  
**Minutes of Meeting held 2/10/2010**  
**Meeting Location – Panera Bread West Town Corners**

Present: Ann Chartier, Susan Croft, Diane Delmain, Kathy Dennis, Board Members  
Bee Carlson, Corrine Glass, members

Absent: Kimberly Puthoff

The meeting was called to order at 7:15 pm. Thanks to Susan for the table cloth and the candy decorations to put us in the Valentine's Day mood.

Minutes for the prior meeting were approved based on review of earlier changes that were circulated via email.

Treasurer's Report: Kathy reviewed the report provided by Kimberly. Current cash balances total \$3,284.88. Anticipated expenses between now and early May are projected at approximately \$1800, primarily due to our budget for the banquet, and our annual insurance premium.

Operating results through early February show a small deficit of \$22.94. This is due primarily to the expense of the Cake/Coffee Social held at the recent Orlando Dressage show.

Membership Report: As of the meeting date, we have a total of 65 members; including several who signed up at the Cake/Coffee Social. The results thus far match the total number of members from 2009, so the CFD growth goals continue to seem quite attainable.

Website Report: Ann reviewed the web statistics; the odd spike in unique visitors in January was apparently due to an error in the tracking process, however January and February are still well ahead of 2009 levels. 49 of the 97 survey recipients completed the questionnaire, a response rate of just over 50%, which is quite positive.

Enews Report: The only mailing in February has been the reminder of year end submission of scores for awards. Just over 1/3 of the recipients opened and about 19% of those clicked through to the information.

Facebook Report: Susan indicated that there have been no changes since last month. She did include links on Facebook for the CFD Awards information and also for the Jean Thornton Clinic.

Survey Report: Ann provided the board with a detailed and very informative summary of the survey. The initial conclusion is that we are generally providing activities that our members want – clinics received the highest level of interest. There was a discussion by the group regarding schooling shows, which were also of significant interest to the

participants. Because of the number of schooling shows offered in our geographic area, and the amount of work entailed in organizing a show, it was agreed that we would have difficulty in breaking even if we were to sponsor a show. It was agreed, however, that we would contact the schooling show hosts in our geography and investigate the possibility of partnering on one show. In addition, we discussed some options relating to a clinic with a nationally known trainer and several names were suggested. We will follow up on this going forward. There was also a discussion relating to holding some type of Education Day, where a number of presentations/demonstrations would be done on a range of topics.

## **New Business**

CFD Banquet: The banquet will be held on Sunday April 25<sup>th</sup> from 6-10 pm. The location is Timpano's Chop House on W. Sand Lake Rd in Orlando. The board reviewed the menu and expected costs; a ticket price of \$35 and the CFD cost/person of \$38 was unanimously approved. This cost is only for the dinner; it does not include any member gifts, prizes etc. We will have a cash bar available to attendees; Timpano's is not charging for a bartender or for the room we will use. In addition, Susan prepared a detailed list of activities to be completed before and during the banquet. Board members volunteered for various assignments during the meeting, and Susan will circulate the list with names to us shortly. We also discussed some of the awards and the prizes which will be given to the winners, as well as the need for silent auction and raffle items.

Activities Report: Diane and Ann will prepare a calendar of planned events for 2010. We also discussed hiring a clinician from the Daytona area, Pierre Cousyn, who has extensive experience and training in Europe and the US. He was recommended by a CFD member. Diane will follow up with this.

## **Old Business**

Sound Equipment: the board approved a proposed schedule to pay Camille Brinkman for the sound equipment. The first installment will be done in the next several weeks; the other three will be done later in the year based on our cash flow.

Jean Thornton Clinic: The clinic was well attended, including both participants and auditors. Response from both was enthusiastic and positive. CFD also obtained two new members that day.

Cavalia Trip: A total of 21 people have signed up. According to Susan there are still three slots left on the bus, so not too late yet.

Trail Rides: The board had a further discussion regarding our liability exposure during the trail ride that is planned this coming March. Susan suggested that we take the cautious approach, and ask any CFD members to both sign a waiver, and pay \$5 to cover the cost of additional insurance for this event. Her suggestion was approved by the board.

Orlando Dressage Cake & Coffee Social: Ann had previously updated the board on the results of this event at the late January show. For the upcoming show, she asked the board to approve the baking of cupcakes rather than purchasing a large cake. This will allow us to get good exposure and a cost significantly less than our first effort. The recommendation was unanimously approved. Thanks to Ann for taking the time to do the baking!

CFD Store Items: Kimberly had reported by email on the sales tax liability questions. We plan to order both polo shirts and baseball caps; the board reviewed the color options, which will be finalized by Diane. When we are ready to proceed, we will ask people to pre-order so that we limit our inventory exposure and get a good mix of sizes in the shirts.

Kathy Dennis  
Secretary  
2/14/2010