

Central Florida Dressage Association
Minutes of the Meeting held 6/10/10
Meeting Location – Panera Bread, Longwood

Present: Ann Chartier, Susan Croft, Kathy Dennis, Kimberly Puthoff, Board Members
Corrine Glass, Barry McKie, members

Absent: Diane Delmain

The meeting was called to order at 7:15 pm.

Minutes of the meeting of 4/16/2010 were read by Kimberly and approved as written.
There was no meeting held in May.

Treasurer's Report: Kimberly reviewed our financial statements. Current cash is approximately \$3800, with no significant expenses anticipated in the near future. Operating results to date show a gain of approximately \$1400, due primarily to income generated by the awards banquet, the recent Gunnar Ostergaard clinic and strong growth in membership.

Membership Report: Kimberly also provided current information, indicating that we have a total of 95 members for the 2009/2010 membership year. This is just a few shy of our "stretch goal" of 100 members.

Website Report: Ann reviewed the web statistics, indicating that 70% of recipients opened the May E-news. In addition there was a spike in the number of click-throughs, in part because of the number of people looking at pictures from our events.

Facebook Report: Susan indicated that we currently have 303 friends; she is also planning on adding photos to Facebook.

New Business

Activity Planning: In view of the hot weather over the summer, it was agreed that indoor activities would be of interest to the members. Carol Smith has offered to host a Scrapbooking session at one of the Michael's stores; it will be free to members, and the store will not charge for the use of the facility. A July date will be selected with Carol's input.

Carol Bulmer has offered to host a Fitness and Balance event with a professional fitness trainer (who rides) to work through a program for attendees. CFD still needs to obtain cost estimates and select a date, which will tentatively be in August.

The board had a lengthy discussion regarding hosting a Fun Show or Schooling Show at Rocking Horse. Ann provided both estimated budget information and some input from the Rocking Horse people. It was concluded that we pursue a one day schooling show, with a few fun classes, on the same weekend as one of the RH schooling shows. Barry agreed to help create the fun classes. We hope to hold this event in early September, and will form a committee to work in the preparation and running of the show.

For the fourth quarter, we will have one quiet month in October; The Fabulous Freestyle Day and the Raswan Ride-A-Test will be held in November, and we hope to get a group of members to the Arabian Nights Christmas Show in December.

CFD is in discussions with Silver Sands as the location for our Fabulous Freestyle Day. In addition, Freedom Ride has agreed to partner with us and be our charitable organization for this event. The board all agreed that this was a great opportunity to welcome some of their students and trainers and to highlight the benefits of a therapeutic riding program.

Youth Award Art & Essay Contest: This topic was tabled due to Diane's absence.

Sales Tax on Website Sales: the group discussed several alternatives to the challenge of different sales tax levels across the counties in our area. It was concluded that we set the price of merchandise to include sales tax at 7%. Where necessary CFD will cover any overage required by counties with higher rates. Kimberly has applied for our sales tax certificate number.

CFD Signs: Ann presented an opportunity to get reusable signs to direct people to our events at a very low cost. The board voted in favor of the proposal and Ann will follow up.

New Member Process: The group discussed a process for communicating with new members, as well as getting their data into our database. It was agreed that Kimberly will continue to be the recipient of membership forms and fees, send out the welcome letter and communicate with USDF. Kathy will take over the process from there, getting the email addresses into our two systems and sending out the latest E-news to them.

Event Feedback: It was agreed that we should formalize the process of obtaining feedback on our larger events. The consensus was that we would try both "on-site" paper surveys, and also an email to participants. Kathy agreed to take responsibility for preparing a short survey and distributing it to the participants in the Gunnar Ostergaard clinic. She will also tally and report back on the survey results. We are hopeful that most people will take the opportunity to provide comments and suggestions in this manner.

Amendments to the CFD By-Laws: Ann recommended several changes to the By-Laws to reflect our acceptance of various types of memberships, including Business and Sponsor memberships. In addition we considered amending the minimum scores

necessary for submission for Year-end Awards. The board approved maintaining the requirement of 60% for champion and reserve champions, but will accept lower scores for other placings at each level. It was also approved to lower the requirement for FEI classes (Prix St. Georges and above) to 58% for champion and reserve and lower scores for other placings.

GMO Nominations: The USDF accepts nominations for Best Newsletter and best Web Site awards from any GMO. We discussed and agreed to submit nominations for both awards; nominations are due in August 2010, and Ann will take responsibility for completing the forms.

Centerline Editor: We have recruited Jessie Wheeler to be our new editor; she will get training and initial help from Ann and that effort has recently begun. Thanks to Jessie for stepping up!

Old Business

CFD Store Items: The board reviewed a number of topics related to our desire to sell logo merchandise both on the website and at events. We have selected polo shirts and baseball caps. The order quantity will be set after discussions with Diane after this meeting.

Review of recent CFD events: The board had a brief discussion of our recent events, including results and feedback.

The meeting was adjourned at 9:15 pm.

Kathy Dennis
Secretary