

Central Florida Dressage Association
Minutes of the Meeting held 7/14/2010
Meeting Location – Big Boy, Sanford

Present: Ann Chartier, Susan Croft, Diane Delmain, Kathy Dennis, Kimberly Puthoff,
Board Members
Jeannie Bell, member

The meeting was called to order at 7:08 pm

Minutes of the meeting of 6/10/10 were previously reviewed by board members and approved via email.

Ann noted that our minutes are posted on the CFD website; this is consistent with the USDF's new practice of posting their minutes on the USDF site in order to increase transparency for USDF members.

Treasurer's Report: Kimberly reviewed the financial reports, noting that there has not been significant change from the prior period. Our cash balances, after considering approximately \$450 in near term expenditures, will be at \$3,313. We have a cash profit for the year-to-date period of \$1342.

Membership Report: Kimberly reported that with one recent new member, we have a total of 96 members.

Website Report: Ann indicated that articles and photos of our two most recent activities (Gunnar Ostergaard Clinic and the Ride Pain Free Seminar) have been posted to the website, and we have also updated our CFD merchandise page.

Web statistics show that the June E-news was mailed to 120 people, with 77 opening the email and 44 clicking through to other pages. In addition Ann reported that in June we had a record number of hits to the site, with 942 unique IPs. While it is likely that people are coming to look at the photos, we believe that some of the volume is due to our efforts to establish links to and from other relevant sites.

Facebook Report: Susan indicated that we currently have 344 friends, up 13% from the June report. Photos from our recent events can also be seen on Facebook.

New Business

Activity Planning: Diane reported that we have completed the initial planning and have dates for the remainder of this year's events.

- Scrapbooking will be hosted by Carol Smith on 7/31/10 at Michael's Craft Store in Ocoee. E-Invites will go out this week.
- Carol Bulmer and Ignite Fitness will host a Fitness and Balance Training event on 8/8/10. It will be held at Ignite Fitness Center in Clermont. E-Invites will also go out this week.
- CFD will host a Scribe and Scorer Training Session on 8/25/10 in the evening. It will be held at Laura Causey's farm in Altoona. E-Invites will go out on 8/1/10. The group discussed the desire to have test rides at multiple levels so as to give the trainees the most experience.
- Our Schooling Show/Fun Day is now scheduled for Sunday, 9/5/10 and will be held at Rocking Horse Stables. It is the day after one of their planned shows. We have Bill Woods as our judge. In addition to the chance to do two schooling shows in one weekend, we will also be offering some fun mounted and horseless classes. CFD will be forming a committee shortly to handle the preparations and we will also be looking for volunteers for the show day. More info will follow, but participants can plan on a Hawaiian Theme Costume Contest.
- Fabulous Freestyle Fundraiser is scheduled for Sunday, November 7, 2010. We will be holding the event at Silver Sands Arena. Ann moved that we approve the contract, and the board voted in favor of the motion. We are excited about the opportunity to work with Freedom Ride and we will share a portion of our proceeds with them.
- The Raswan Ride-A-Test will be held on 12/4/10; we do not have a location determined at this time.
- CFD is also planning an evening out for members, at the Arabian Night Christmas Show. Dates and details are not finalized as yet.

The board began its initial discussions of 2011 events, noting that we have a range of locations available for hosting clinics. Several board members raised ideas for clinicians and we are considering options that will meet the needs and budgets of all our members.

Editor in Training

Jessie Wheeler has volunteered to take on responsibilities for our Centerline Newsletter. She is in the process of finalizing the current issue and has done a great job pulling together all the articles and information.

Old Business

Gunnar Ostergaard Survey: we received 13 responses to the survey mailed out earlier in July. Overall the responses were very favorable. We were also appreciative of everyone

who took the time to add comments. Some good suggestions and ideas were received, and will provide us with some things to change and improve as we go forward.

New Member Process: At our prior meeting we established a process by which new members would be added to our database, and receive initial communications. Although Kimberly receives the fees and handles the reports to USDF, she has begun passing the member info to Kathy for the next steps. Thus far, things are working smoothly.

CFD Store Items: The board briefly discussed the quantities of shirts and caps to be ordered, both for sale on-line and at future events.

Youth Award Art and Essay Contest: After a short discussion the board approved canceling the contest for 2010. Entries in 2009 were very light, and we agreed it would be worthwhile to consider tying this event into our annual banquet in the spring of 2011.

Amendments to By-Laws: Ann provided the board with drafts of the proposed changes; these were reviewed and unanimously approved by the board members. The changes will expand our membership types to include both Business member and Sponsor opportunities. We have also made adjustments to the scores required to qualify for year-end awards, and finally, we will accept tests judged by "L" judges. The details will be posted on our website.

CFD Signs: Ann reminded the board that we had agreed to purchase a number of pre-made signs for our events, and indicated that no action has been taken with respect to ordering at this time.

GMO Nominations; CFD will be submitting our next Centerline Newsletter and our Website to this year's USDF GMO awards. There are categories based on number of members, allowing organizations to compete against others with similar resource levels.

The meeting was adjourned at 9:20 pm.

Kathy Dennis
Secretary