

## **CKCS United Board Meeting Minutes**

**Date:** June 3, 2025

**Time:** 7:00 PM PST

**Location:** Virtual Meeting (Zoom)

**Duration:** 2.5 hours

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### **Attendees:**

- President: C. Ebeling (CE)
  - Vice President: Ana White (AW)
  - Secretary: Bev New Laird (BL)
  - Treasurer: Misty Little (ML)
  - Members: J.C., M.S., R.H., S.K., T.N., K.L., S.D., D.E., A.G., S.B., G.V., T.G., H.C., K.L., T.S., C.T., E.M., A.G., L.L., B.R., K.H., K.S.,
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### **1. Call to Order**

Meeting called to order at 7:03 PM PST by President Ebeling.

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### **2. Review of March 7, 2025 Minutes**

The previous minutes were reviewed and approved without amendment. All prior action items were marked as resolved or continued under current agenda.

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### **3. Inaugural Match Review & Final Report**

- The club's **first UKC-sanctioned match on May 17** was an overwhelming success.
  - Paperwork has been submitted and acknowledged by UKC.
  - Special thanks extended to the Match Committee, catering company, bakery, and ribbon supplier.
  - Guest feedback praised the event's warmth, professionalism, and creativity.
  - The General Fund proved sufficient, with surplus carried forward.
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#### 4. Membership & Social Media Report

- Although **new memberships** have slowed slightly following the pause in old marketing programs, the club continues to grow steadily.
- **Facebook presence has surged**, now averaging over **1,000,000 views every four weeks**, with steady engagement growth.
- Since onboarding the **new marketing company**, CKCS United has seen improved post balance, including:
  - Articles, memes, blog content
  - Contests and member features
  - Refreshed branding and targeted reach

**Action:** Continue quarterly analytics reports from marketing firm.

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#### 5. Legal Counsel Confirmed

- A law firm has officially been retained.
  - Counsel is prepared to issue cease-and-desist letters regarding any harassment, defamation, or ongoing cyberbullying affecting CKCS United or its members.
  - Legal representation will provide risk coverage, documentation review, and member protection support.
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#### 6. Executive Session Follow-up

- Private session outcomes resulted in the adoption of new programming and awareness initiatives.
  - Changes will be rolled out over the coming quarter with an emphasis on outreach and educational depth.
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#### 7. Grant Writing & Funding Increases

- CKCS newest member S.K. with grant writing experience has already submitted multiple grant applications, with promising responses expected.
  - Donation activity from benefactors and supporters has **increased substantially**, giving the club greater flexibility in programming and project development.
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## 8. International Breeding Agreement

- A UK-based breeder completed a U.S. visit, hosted by a CKCS United member.
  - During a five-state tour, **formal contracts were signed** to introduce 20 health-tested, chocolate-line Cavaliers into the UK over the next 5 years.
  - All Cavaliers are confirmed clear of DM, DECCS, EFS, and MCADD, have OFA CHIC and selected based on a/a and B/b or bb recessive genetic profiles. No KB genes are included.
  - Australian members are also being contacted for contract fulfillment and future exchanges.
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## 9. Project Roswell – Funded & In Motion

- Project Roswell received full financial approval; funds are now in escrow.
  - Legal paperwork is being finalized by the retained attorney, with a 60–90 day window for completion.
  - A media team and ad hoc committee have been assigned to secure coverage across various publications and platforms.
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## 10. Moderation & Bullying Protocols

- The club has experienced a **noticeable increase in harassment and negative engagement** on social media.
  - Board discussion yielded three general responses:
    1. Immediate deletion and blocking of hostile commenters
    2. Forwarding comments to legal for response
    3. Public rebuttals, when deemed strategic
  - While approaches differ, the board is **unified in refusing to tolerate member harassment**.
  - Screenshots are required for every hostile interaction.
  - 14 admins have been assigned rotating moderation shifts for round-the-clock monitoring.
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## 11. Stewardship & Judge Outreach Growth

- CKCS United now has:
    - **9 active UKC Stewards**
    - **4 AKC Stewards** (with CKCS United scholarship expansion approved for AKC steward applicants among members)
  - UKC show attendance is averaging **7-9 shows per month** nationwide.
  - A noticeable rise in **historical color Cavaliers entering conformation** has been observed.
  - Mailings and breed education pamphlets for judges (UKC, AKC, IABCA) will begin rolling out in **early 2026**, divided by region.
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## 12. Project DayBreak – Approved & Underway

- Following enthusiastic member support, **Project DayBreak** has been formally approved.
  - Funds and a preliminary timeline have been allocated.
  - A specialized task force is being formed. Due to the scope, a minimum of **50 volunteers** will be required to launch fully.
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## 13. Director Resignation (Hawaii)

- CKCS United accepted the **resignation of the Hawaii Director** after sustained bullying and defamation online.
  - All harassing comments have been documented.
  - The former director has requested that **no legal action be taken at this time on their behalf**.
  - The board unanimously agreed to honor this request but remains open to supporting future action should new incidents arise.
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## 14. Adjournment

Meeting adjourned at **9:34 PM PST**.

Next scheduled meeting: **September 10, 2025**

**Minutes Submitted by:** Bev New Laird (Secretary)

**Approval Date:** June 7, 2025