

CKCS United Board Meeting Minutes

Date: March 7, 2025

Time: 7:00 PM PST

Location: Virtual Meeting (Zoom)

Attendees:

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

Meeting called to order by President at 7:05 PM PST.

2. Review & Approval of Previous Minutes

Minutes from the January 5, 2025 meeting were reviewed and unanimously approved.

3. Membership Growth Update

- Membership has continued to rise at an unprecedented rate since UKC acceptance.
- Outreach via social media and word of mouth cited as key drivers.
- The club is experiencing a surge in interest from breeders, exhibitors, and pet owners nationwide.

Action Item: Membership Committee to track demographics and engagement trends to better tailor upcoming member programs.

4. Inaugural UKC Match – Date Set & Committee Formed

- The inaugural CKCS State Club UKC-sanctioned match will be held on **May 17, 2025**.
- A dedicated **Match Committee** has been established to manage logistics, hospitality, and presentation.
- It was agreed that this first match is a “Historical” moment and should reflect the club’s vision of professionalism, warmth, and breed advocacy.

Special Features Approved:

- Hor d'oeuvres and finger foods
- A custom cake
- Art exhibit celebrating Cavaliers and breed history
- Thoughtful, high-quality environment for members and guests

Action Item: Match Committee to submit budget breakdown and event schedule by April 15.

Note: A **General Fund** was officially created to support the inaugural match and other sanctioned events.

5. Marketing Proposal

- A proposal to hire an outside marketing firm under a one-year contract was presented.
- The intent is to elevate brand visibility, improve public education efforts, and streamline messaging across platforms.

Action Item: Board members to review marketing firms and vote on final selection by April 15.

6. Legal Representation – Retainer Options

- Four law firms were presented as potential candidates for retainer legal counsel.
- The goal is to ensure ongoing compliance with nonprofit standards and provide legal support for CKCS United operations and member protection.

Action Item: Board members to rank law firm preferences and provide feedback before the next meeting. Final vote to be held in April.

7. Other Business

- Discussion of potential CKCS United merchandise and member badge program to help fund the general fund and build visibility.
 - Updates on the upcoming CKCS United Specialty (May 17) will be shared at next meeting.
 - A **Private Executive Session** was scheduled for Board Members to discuss highly sensitive matters not suitable for public dissemination at this time.
 - These matters will remain confidential and protected until such time they are formally introduced for vote and general member awareness.
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8. Adjournment

Meeting adjourned at 8:36 PM PST.

Next meeting scheduled for **June 6, 2025**.

Minutes Submitted by: Bev New Laird (Secretary)

Approval Date: 3/8/25