

**DRAFT MINUTES**  
**VIRGINIA HORSE INDUSTRY BOARD**  
Department of Forestry – Charlottesville, VA  
Wednesday, September 4, 2019

**CALL TO ORDER**

The Horse Industry Board Meeting was called to order at 10:15 a.m. on Wednesday, September 4, 2019 at the Department of Forestry in Charlottesville, VA by Chairman, Janie Ober.

**BOARD MEMBERS PRESENT**

Sue Alvis  
Nancy Troutman  
Debbie Easter  
Dr. John Wise  
Dr. Kelly Foltman  
Janie Ober  
Chuck Grossman  
Cathette Plummer

**GUESTS / STAFF**

Heather Wheeler, Program Manager, VDACS  
Melissa Ball, Special Projects Manager, VDACS  
Justin Bell, Assistant Attorney General  
Kaitlin Thomas, Director of Account Services, Madison & Main  
Dave Saunders, Chief Idea Officer, Madison & Main

**APPROVE MINUTES OF LAST MEETING**

The minutes of the previous meetings (July 17, 2019) were approved

**FINANCIAL UPDATE**

Heather Wheeler reported on the finances for each fund. Income and revenue are listed as follows:

**Coggins – cc 625 (Figures through June 30, 2019)**

Beginning Balance 7/1/2018	\$301,369.07
Revenues YTD	\$101,949.82
Expenditures YTD	-\$114,327.17
Cash Balance YTD	\$289,018.72
Uncommitted Balance (Cash bal 7/1/18 + rev - budgeted)	\$273,791.57

**Feed Tonnage – cc 626 (Figures through June 30, 2019)**

Beginning Balance 7/1/2018	\$344,163.51
Revenues YTD	\$264,463.20
Expenditures YTD	-\$65,133.90
Cash Balance YTD	\$543,492.81
Uncommitted Balance (Cash bal 7/1/18 + rev - budgeted)	\$448,756.15

After reviewing the financials, the Board reviewed and discussed the line item budgets for the administrative costs of VHIB and approved an administrative budget for fiscal year 20.

**OLD BUSINESS / UPDATES****Program Manager Update**

The Program Manager reported on marketing activities since the July Meeting. The Program Manager attended the Grayson County Fair in August and provided VHIB materials to fair attendees at the booth. There is an interest in increasing equine activities in the community and the Program Manager will be returning to the area to meet with local clubs to see how VHIB can assist in marketing efforts in the area. The Program Manger continues to meet with Tourism to ensure a partnership is being formed for future marketing efforts. The Program Manager will be attending the Virginia 4-H State Show in September, the Virginia State Fair and the Augusta Horse Expo to represent VHIB.

**FOIA Training**

Justin Bell, the Assistant Attorney General, joined the VHIB Board Meeting to give a FOIA presentation to the members. The FOIA training covered topics including meeting requirements, document retention, and board responsibilities in relation to FOIA. Board members were provided the presentation and the FOIA code and have been asked to review both documents. Both documents will also be added to the Board Member Handbook.

**VHIB Extension**

The Board had a request to extend the project Bone Marrow Mononuclear Cell Therapy for Equine Joint Disease through June of 2020. The Board moved, seconded and unanimously approved extending the project.

**NEW BUSINESS****Madison & Main**

Madison & Main is the company that was awarded the contract for the 5 Year Strategic Plan. Kaitlin Thomas and Dave Saunders from Madison & Main joined the Board Meeting to

introduce themselves, meet the Board and explain the process that they would be moving through in the coming weeks to develop the strategic marketing plan.

### **VHIB 5 Year Strategic Marketing Plan Contract**

After meeting with the Madison & Main representatives, the Board discussed the contract and the process of developing the strategic marketing plan. Madison & Main proposed interviewing 6-8 board members during the discovery process, however, after discussion the Board wants all board members to be interviewed to ensure everyone's point of view and ideas are captured. After the interview process, the Board decided it was easier to move forward with a committee rather than a full board when having future meetings with Madison & Main while developing the marketing plan, so the Board appointed Debbie Easter, Kelly Foltman, Janie Ober, and Rob Banner to the committee.

### **Virginia Bred**

Virginia Bred interim reports were received and provided to the Board on August 5<sup>th</sup>. This is the first time the Board has received the reports on the new template and the new format is making it easier to read and get the information needed in a more orderly fashion.

The Virginia Bred 2020 applications are due in December and the application needs to be released in the coming weeks. The Board reviewed and discussed the Virginia Bred policy and procedures in advance of their release on the website. The Board moved, seconded and unanimously approved the Virginia Bred policy and procedures.

### **Annual Report**

VHIB's annual Report is due to the Virginia Department of Agriculture and Consumer Services (VDACS) on November 1<sup>st</sup>. The Program Manager provided a copy of the 2018 report to the board members for guidance and asked all board members to provide written comments to her for the 2019 report in the coming weeks. The Program Manager will prepare the report and provide it to VDACS before the deadline.

### **Virginia Animal Control Conference**

The Board received an invitation to participate in the Virginia Animal Control Conference in October 2019. VHIB participated last year and after discussion, the Board moved, seconded and unanimously approved that it would be an exhibitor at this year's conference in the amount of \$300.

### **Public Comment**

None

### **Next Meeting**

The next meeting of the board will be held on January 8, 2020.

**Adjournment**

The meeting adjourned at 1:53 PM.

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