

FINAL MINUTES
VIRGINIA HORSE INDUSTRY BOARD
 Department of Forestry – Charlottesville, VA
 Friday, January 24, 2020

CALL TO ORDER

The Horse Industry Board Meeting was called to order at 10:13 a.m. on Friday, January 24, 2020 at 10:13a.m. at the Department of Forestry in Charlottesville, VA by Chairman, Janie Ober.

BOARD MEMBERS PRESENT

Janie Ober, Chairman
 Oliver Brown, Proxy for VHSA
 Sue Alvis
 Debbie Easter
 Dr. John Wise
 Beth Sheely
 Rob Banner
 Cathette Plumer

GUESTS / STAFF

Heather Wheeler, Program Manager, VDACS
 Melissa Ball, Special Projects Manager, VDACS

APPROVE MINUTES OF LAST MEETING

The minutes of the previous meetings (September 4, 2019) were approved with an edit to the spelling of Cathette Plumer’s last name.

FINANCIAL UPDATE

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

Coggins – cc 625 (Figures through December 31, 2019)

Beginning Balance 7/1/2019	\$290,707.98
Revenues YTD	\$40,809.93
Expenditures YTD	-\$16,660.70
Cash Balance YTD	\$311,978.24
Uncommitted Balance (Cash bal 7/1/19 + rev - budgeted)	\$281,817.81

Feed Tonnage – cc 626 (Figures through December 31, 2019)

Beginning Balance 7/1/2019	\$546,746.71
Revenues YTD	\$5,235.50
Expenditures YTD	-\$48,608.46
Cash Balance YTD	\$503,383.75

Uncommitted Balance (Cash bal 7/1/19 + rev - budgeted)	\$389,555.55
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OLD BUSINESS / UPDATES

Program Manager Update

The Program Manager reported on marketing activities since the September Meeting. The Program Manager presented to the 4-H Ambassadors during their visit to the Richmond area and spoke to them regarding the opportunities in the horse industry and in agritourism. The Program Manager also presented information on the horse industry in Virginia. The Program Manager is also scheduling presentations with various 4-H and FFA groups in the coming months. The Program Manager met a representative with Department of Conservation and Recreation and there is interest in a VHIB/DCR partnership on trail projects in the future. During the meeting, Rob Banner expressed an interest in being involved and Sue Alvis indicated that the Virginia Horse Council would like to be involved. Cathette Plumer indicated she would also like to be involved as a representative of the Virginia Quarter Horse Association. The Board motioned, seconded and unanimously approved \$500 for meeting costs for the Program Manager to put together a joint meeting between interested parties. Rob Banner, Cathette Plumer and Sue Alvis are responsible for providing the names of those interested in attending to the Program Manager.

VHIB Extension Requests

The Board had a request from Virginia Tech on behalf of Dr. Witonsky for the grant project EPM: Identifying the Immune Response and the Role of Infection for \$1,250.00 be moved from the supplies and materials budget line items to contractual services. The Board motioned, seconded and approved that Dr. Witonsky could move \$1,250.00 from the supplies and materials line item in the grant budget to contractual services.

As a result of this request, the Program Manager asked the Board to consider adding a variance to their grant procedures that would allow the Program Manager to approve these requests at a certain level without having to bring them to the Board unless there was a large variance or a request that was outside of the original grant proposal. The Board motioned, seconded and unanimously approved adding a 20% variance to the grant procedures outlined in the handbook that can be used by the Program Manager for grant requests and that anything above the variance or that seems questionable or is outside of the original grant proposal will come before the Board for a vote.

Strategic Marketing Plan Subcommittee Update

The subcommittee met November 21, 2019 with the marketing firm, Madison + Main, to go through the CORE Session exercises to identify the brand attributes, customer profiles and brand statement. The subcommittee found the exercises successful and Madison + Main is currently completing the final marketing report. The report will be presented to the Board on February 14, 2020.

NEW BUSINESS

Board Member Handbook

The Program Manager provided copies of the current Board Member Handbook to members attending the meeting. The Program Manager went through the handbook with the board members to review each page for needed updates, edits or additions. Updates requested by the Board include:

- Page 3 – Under funding sources, add the Racing Commission funding source. Debbie Easter will provide the code to the Program Manager that will be included
- Page 17 – Under financial management, add to the list the 20% variance that was approved at the January 24, 2020 meeting
- Page 19 – Update Robert Banner’s contact information – he will provide his new information by email to the Program Manager

During the discussion of the “Board Appointments” part of the handbook, Janie Ober asked about adding guidelines or procedures for addressing a situation where a board member becomes non-communicative to other board members or the program manager for months. Melissa Ball, from VDACS, informed that Board that since board members are appointed by the Governor’s Office, the Board cannot take any action to remove them. However, concerns can be forwarded to the Secretary of the Commonwealth for them to review and address.

The Board motioned, seconded and unanimously approved the VHIB Board Member Handbook as presented with the three edits as listed above.

Sponsorship Requests

Loudoun County Equine Alliance Technical Large Animal Emergency Rescue Training

The Board received a sponsorship request from Loudoun County Equine Alliance (LCEA) to sponsor its Technical Large Animal Emergency Rescue Training program August 29-31, 2020 in the amount of \$10,000. After discussion, the Board motioned, seconded and unanimously approved sponsoring the training in the amount of \$10,000.

Virginia Farm Festival

The Board received a sponsorship request from Meadow Event Park for the Virginia Farm Festival, being held May 2-3, 2020, in the amount of \$5,000. After discussion, the Board motioned, seconded and unanimously approved not to sponsor this event this year. The Board has concerns about the date as it overlaps multiple other horse events occurring that weekend.

Horse World Expo

The Board received a sponsorship/vendor package for the Horse World Expo in Harrisburg, PA occurring February 27 – March, 1, 2020. The Board motioned, seconded and unanimously approved \$1500 in sponsorship for the event.

Virginia Horse Center MOU

The Board received a request from the Virginia Horse Center for a 3-year sponsorship of the facility in the amount of \$35,000 annually. Before the Board could discuss the proposal, it was brought to the Board's attention that there is currently a bill in legislative session that proposes the purchase of the Horse Center by the Virginia Department of Conservation and Recreation. With this new information, the Board motioned, seconded and unanimously approved tabling this proposal until after the bill currently in legislative session is resolved.

Emergency Grant

The Board received an Emergency Grant request from the Virginia Horse Council and the Virginia Quarter Horse Association for the History on Horseback Trail Ride on April 18, 2020. VHIB has previously supported this event in 2010 and 2014. Sue Alvis and Cathette Plumer recused themselves from voting. After discussion, the Board motioned, seconded and unanimously approved a \$3,000.00 sponsorship for this event.

Virginia Bred

The Program Manager provided all Board Members in attendance with copies of all of the 2020 Virginia Bred applications received along with copies of the 2019 Final Reports. The Board will review the materials in preparation for the 2020 Virginia Bred Program discussions to be held at a future meeting. In receiving the applications, the Program Manager received an application from the Virginia Paint Horse Club on January 21, 2020 after the December 16, 2019 deadline. The Board discussed the application and the fact that the Board has never accepted an application after the deadline. The Board motioned, seconded and unanimously approved not to accept the Virginia Paint Horse Club Virginia Bred Application since it was received after the deadline.

Flair Communications

The Board received the quote for one year of service for the Flair Communication contract on the VHIB website. The current contract is set to expire on January 31, 2020. After discussion, the Board motioned, seconded and unanimously approved to renew the website contract in the amount of \$6,600.

Election of Vice Chair

With the resignation of the current Vice- Chair, the Board motioned, seconded and unanimously approved to appoint Debbie Easter as Vice Chair through June 30, 2021.

Public Comment

None

APPROVED 8.13.2020

Next Meeting

The next two meetings of the board will be held on February 14, 2020 and March 13, 2020

Adjournment

The meeting adjourned at 1:11 PM.

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