

**Board Members Present:**

Debbie Easter  
Kelly Foltman  
Oliver Brown (proxy for Virginia Horse Show Association)  
Steve Escobar  
Tommy Barron  
Loretta Tozer (proxy for Virginia Quarter Horse Association)  
Ernie Oare  
Beth Sheely  
Rob Banner  
Janie Ober

**Board Members Absent:**

David Lands

**Guests/Staff:**

Heather Wheeler, Program Manager, VDACS

**I. Call to Order – 10:00AM**

The meeting was called to order and introductions were made for all those present.

**II. Review of Minutes – September 27, 2022**

Minutes from the September 27, 2022 Board Meeting were reviewed. S. Escobar motioned to approve the meeting minutes. O. Brown seconded the motion. The motion was unanimously approved.

Easter	Yes
Foltman	Yes
Sheely	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Oare	Yes

Ober	Yes
Banner	Yes
Tozer	Yes

**III. Financial Report**

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

**Coggins – cc 625 (Figures through October 31, 2022)**

Beginning Balance 7/1/2022	\$315,502.09
Revenues YTD	\$214,557.62
Expenditures YTD	\$55,794.82
Cash Balance YTD	\$474,264.89
Uncommitted Balance (Cash bal 7/1/21 + rev - budgeted)	\$194,239.89

**Feed Tonnage – cc 626 (Figures through October 31, 2022)**

Beginning Balance 7/1/2022	\$1,160,477.57
Revenues YTD	\$14,704.17
Expenditures YTD	\$164,383.11
Cash Balance YTD	\$1,010,798.63
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$-4,067.00

**IV. Old Business**

**A. Program Manager Updates**

Heather Wheeler provided activity updates since the meeting in June. Those updates included:

- Equine Organizations and Associations – The Program Manager has continued to reach out to Virginia-based organizations and associations via phone and email to introduce them to VHIB and its grant program. These contacts have also provided an opportunity to discuss opportunities and challenges being faced by the industry.
- Marketing Grants – The Program Manager has continued to work with equine organizations and venues interested in applying for a marketing grant and has helped them understand the process, the application and offered editing assistance as well.

**B. Grant Extension and Budget Amendment Requests**

The Board received a request from the Shenandoah Blue Ridge Appaloosa Association for an extension on their final report and invoice until March 1, 2023. The Board also received a request from Virginia Polo to increase their Professional Graphic Artist Line-Item budget in their Marketing Grant from \$1,200 to \$1,920 while also decreasing their materials budget by \$720 to offset the increase. The

Board discussed both requests. D. Easter motioned to approve both requests. K. Foltman seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Sheely	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes
Tozer	Yes

**C. FY 22 and FY23 Grant Updates**

The first full year of the new Marketing Grant Program has concluded and the second year is starting. The Board was provided documents by the Program Manager that detailed what funding had been awarded, what payments had been made, and funding received by organization. The Program Manager also provided updates on what is working well and where problems are being experienced in the grant program. Grant recipients have found the new program and application easy to use and more relevant to their associations/organizations. The Board has been able to engage more associations/organizations than under the past grant program. However, in FY22, the Board experienced difficulties in getting several organizations to return grant letters and their COV W-9’s. There has also been difficulties in getting applicants to turn in the correct documentation for reimbursements. The Program Manager will continue to work with the organizations to ensure proper procedures are being followed and that the Board is being provided proper documentation for reimbursement requests.

**V. New Business**

**A. FY23 VHIB Marketing Grant – Cycle 2**

During this Cycle the Board received 27 applications for a total funding request of \$125,136.60. The Board has \$162,370 in funding remaining for the final three cycles of the FY23 program. The Board reviewed and discussed each proposal.

After discussion, O. Brown motioned to approve the following projects. E. Oare seconded the motion and the motion was passed unanimously. S. Escobar and T. Barron recused.

Title	Organization	Amount
New Year...Continued Growth	Blue Ridge Equine Society	\$1,560

Middleburg Horse Trials Marketing Support	Middleburg Orange County Pony Club	\$3,500
Non-Profit Website Creation	Friends of the Richmond Mounted Unit	\$5,000
Horse Show Event Support	Pine Spur Hunt Club	\$3,340
Equine and Youth Promotion and Education	VA Walking Racking Horse Owners Association	\$3,200
2023 Educational Seminar Event Support	Virginia Horse Council	\$4,600
Annual Equine Expo Marketing and Event Support	Loudoun County Equine Alliance	\$5,000
Event Support	Central Virginia Horse Show Association	\$5,000
2023 Membership Drive	East Coast Stock Horse Association	\$2,400
Support for Alumni Engagement Event	Virginia Polo	\$4,760
Opening Doors to Equine-Assisted Therapy	DePaul Community Services	\$1,500

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Easter	Yes	
Foltman	Yes	Recused from Loudoun County Equine Alliance
Sheely	Yes	
Brown	Yes	Recused from Va Point to Point Foundation
Escobar	Yes	Recused from Virginia Horse Council
Barron	Yes	Recused from Pine Spur Hunt Club
Oare	Yes	
Ober	Yes	
Banner	Yes	
Tozer	Yes	Recused from Va Quarter Horse Association

**B. FY23 VHIB Marketing Grant – Cycle 3**

The Board reviewed the documents and remaining budget for Cycle 3 of the marketing grant program. O. Brown motioned to approve the opening of the Cycle 3 marketing grant. E. Oare seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Sheely	Yes
Brown	Yes

Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes
Tozer	Yes

**C. Economic Interest Filing**

The Program Manager reminded the Board of the annual Economic Interest Filing which is due to be complete by February 1, 2023. Board members will receive an email notification from the Ethics Council in January of 2023.

**D. Flair Website**

The Board reviewed the proposal from Flair for the 2023 VHIB website contract. D. Easter motioned to approve the proposal in the amount of \$8,870. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Sheely	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes
Tozer	Yes

**VI. Public Comment – None**

**VII. Next Meeting – March 20, 2023**

**VIII. Adjournment – 2:40pm**