

Board Members Present:

Debbie Easter
Kelly Foltman
David Lands
Oliver Brown (proxy for Virginia Horse Show Association)
Steve Escobar
Tommy Barron
Loretta Tozer (proxy for Virginia Quarter Horse Association)
Ernie Oare

Board Members Absent:

Janie Shrader (joined by phone)
Rob Banner (joined by phone)
Beth Sheely

Guests/Staff:

Heather Wheeler, Program Manager, VDACS

I. Call to Order – 10:14AM

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

II. Review of Minutes – June 27, 2022

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

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes

Tozer	Yes
Oare	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 June 30, 2022)

Beginning Balance 7/1/2021	\$359,330.06
Revenues YTD	\$92,429.63
Expenditures YTD	\$136,257.60
Cash Balance YTD	\$315,502.09
Uncommitted Balance (Cash bal 7/1/21 + rev - budgeted)	\$204,907.78

Feed Tonnage – cc 626 (Figures through June 30, 2022)

Beginning Balance 7/1/2021	\$955,359.02
Revenues YTD	\$243,029.35
Expenditures YTD	\$37,910.80
Cash Balance YTD	\$1,160,477.57
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$828,614.67

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. FY22 Cycle 4 Marketing Grant – Silver Eagle Stables

At the June meeting, the Board received an application for the Cycle 4 grant period from Silver Eagle Stables. At that meeting, the Board had questions about the proposed project that were not clarified in the proposal, so the Board tabled the grant discussion until the September meeting in order to request more information. Silver Eagle Stables provided the additional information, and the Board reviewed the grant proposal again. K. Foltman motioned to approve the

grant application in the amount of \$5,000. T. Barron seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

C. United States Hunter Jumper Association – Sponsorship

R. Banner presented information to the Board regarding a sponsorship of the USHJA in order for VHIB to have its marketing material on USHJA’s social media and website and for USHJA to provide VHIB with its mailing list (approx. 44,000). D. Easter motioned that the Board approve the sponsorship in the amount of \$25,000 with the deliverables of USHJA providing their email list and USHJA including VHIB marketing materials on their website and in their social media. L. Tozer seconded. T. Barron abstained. The motion passed.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Abstain
Tozer	Yes
Oare	Yes

V. New Business

A. Website/Marketing/Logo Request For Proposal

The Board reviewed the draft of the RFP prepared for the website/marketing/logo design services for VHIB. The subcommittee asked the Board to increase the budget for the RFP to \$500,000 to cover the redesign of the website, incorporating grant management and database management tools into the website, redesigning the logo, creation of new marketing materials and a marketing plan and execution of the marketing plan. The Board recognizes that they need to launch this marketing initiative correctly and they need a quality product. K. Foltman motioned to approve the draft of the RFP and the increase to \$500,000. O. Brown seconded the motion. The motion passed.

Easter	Yes
Foltman	Yes

Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

The Board also discussed who would serve on the RFP review committee with VDACS Procurement staff and the VHIB Program Manager. O. Brown motioned that Kelly Foltman and Janie Ober serve on the committee. D. Lands seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

B. Electronic Meetings

The Board reviewed new guidance for commodity boards on conducting electronic meetings. After reviewing the guidance, the Board decided not to adopt a policy for holding electronic meetings and stated they will continue to meet in person. The Board can revisit electronic meeting options in the future if they decide it is needed.

C. Board Travel

The Program Manager reminded the Board that they are able to submit reimbursement requests for travel related to their service as Board members.

D. Annual Report

The Board reviewed the Annual Report prepared by the Program Manager and had no changes to make. O.B. motioned to approve the Annual Report. L. Tozer seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

E. FY23 VHIB Marketing Grant – CYCLE 1

a. Virginia Polo – Marketing Grant

The Board reviewed a proposal from Virginia Polo to fund their marketing and awareness campaign. T. Barron motioned to fund the project in the amount of \$4,880. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

b. Hope’s Legacy – Marketing Grant

Hope’s Legacy submitted a marketing grant proposal to fund their volunteer and adoption marketing project O. Brown motioned to fund the project in the requested amount of \$5,000. L. Tozer seconded the motion. The motion massed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

c. Windchase Eventing – Promotion of Venue

Windchase Eventing submitted a grant proposal requesting funding for promoting their venue, horse sales and training. After reviewing the request, the Board recognized that this request supported a single business and some of the items requested were not allowed under funding requirements. D. Lands motioned not to fund. T. Barron seconded. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes

Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

d. Frying Pan Park – Pre-Turkey Quarter Horse Show

Frying Pan Park submitted a grant proposal to help market and support the Pre-Turkey Quarter Horse Show. O. Brown motioned to approve the grant for the request amount of \$5,000. T. Barron seconded. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

e. Virginia Quarter Horse Association – Virginia Bred Incentive Fund

VQHA submitted a grant proposal that requested funding for their Virginia Bred Incentive Fund Program. O. Brown motioned that the Board fund the proposal in the request amount of \$5,000. D. Lands seconded the motion. L. Tozer recused. The motion passed.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Recused
Oare	Yes

f. VQHA Year- End Awards

VQHA requested \$5,000 in grant funding to support their year-end awards. In reviewing the proposal, the Board realized that the proposal did not include measurable goals or actual numbers that defined the increase in participation. T. Barron motioned to fund the proposal in the request amount if VQHA provides the percentage increase/numbers. O. Brown seconded the motion. L. Tozer recused. The motion passed.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Recused
Oare	Yes

g. Virginia Quarter Horse Association – Show Event Support

VQHA submitted a proposal requesting \$5,000 in funding to support upcoming horse shows. D. Easter motioned to approve the grant in the amount of \$5,000 if VQHA provided the show names, the percentage of increase expected in the number of horses and attendees. O. Brown seconded the motion. L. Tozer abstained. The motion passed.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Recused
Oare	Yes

h. Blue Ridge Horse Force – Website Redesign

Blue Ridge Horse Force requested \$3,500 in grant funding to redesign their website. The proposal include subscription cost that are not eligible for funding. S. Escobar motioned to approve the grant for \$2,750. L. Tozer seconded the motion. T. Barron recused. The motion passed.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Recused
Tozer	Yes
Oare	Yes

i. STRIDER

STRIDER requested \$5,000 in funding for a digital marketing project. After reviewing the request, the Board was unable to determine how it helped the Virginia Horse Industry. O. Brown motioned to deny the grant. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

The Board received grant applications from Happy Dayz for funding to start a business and a request from Royal Pampering Day Spa for funding that does not support the horse industry in Virginia. The Board did not move the application forward for discussion since neither met the grant guidelines.

F. FY23 Marketing Grant – CYCLE 2

The Program Manager provided the Board with the proposed CYCLE 2 timeline and application. D. Lands motioned to approve the timeline and the application. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Tozer	Yes
Oare	Yes

VI. Public Comment – None

VII. Next Meeting – December 19, 2022

VIII. Adjournment – 2:02pm