

Board Members Present:

Debbie Easter
Kelly Foltman
Oliver Brown (proxy for Virginia Horse Show Association)
Steve Escobar
Tommy Barron
Rob Banner
Janie Ober
Christy Morton

Board Members Absent:

David Lands
Beth Sheely

Guests/Staff:

Heather Wheeler, Program Manager, VDACS

I. Call to Order – 10:06AM

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

II. Election of Chair and Vice-Chair

D. Easter nominated K. Foltman as the Chair. O. Brown seconded the motion. The motion was unanimously approved.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

K. Foltman nominated D. Easter as the Vice Chair. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

III. Review of Minutes – March 24, 2023

Minutes from the March 24, 2023 Board Meeting were reviewed. D. Easter motioned to approve the meeting minutes. K. Foltman seconded the motion. C. Morton abstains (She just joined the Board and was not at the March meeting). The motion was unanimously approved.

Easter	Yes
Foltman	Yes
Morton	Abstain
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

IV. Financial Report

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

Coggins – cc 625 (Figures through 5.30.2023)

Beginning Balance 7/1/2022	\$315,502.09
Revenues YTD	\$973,576.13
Expenditures YTD	\$114,921.33
Cash Balance YTD	\$1,174,156.91
Uncommitted Balance (Cash bal 7/1/21 + rev - budgeted)	\$874,131.91

Feed Tonnage – cc 626 (Figures through 5.30.2023)

Beginning Balance 7/1/2022	\$1,160,477.57
Revenues YTD	\$243,288.56
Expenditures YTD	\$232,033.08

Cash Balance YTD	\$1,171,733.05
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$266,804,38

V. Budget FY24

The Board reviewed the FY23 budget and made adjustments for the FY24. K. Foltman that the Board increase the promotional product budget line from \$5,000 to \$10,000 in cc625 for FY24. R. Banner seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

D. Easter motioned that the set-aside for the website and marketing contract be increased from \$500,000 to \$1,000,000 to be spent over 3 years and that the budget line be moved from cc626 to cc625. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

An RFP was issued by the Virginia Department of Agriculture and Consumer Services for a grant management company to be utilized by commodity boards. The contract has been awarded and the contractor has been working with the Wine Board to take over the processing of their grants. The contractor is available to the Horse Board and O. Brown motioned that the Board approve \$50,000 to begin using the grant management contractor's services. K. Foltman seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes

Banner	Yes
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VI. Old Business

A. Program Manager Updates

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

- **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.
- **Board Docs** – The Program Manager provided information on the use of BoardDocs by other commodity boards to organize board meeting documents and provide a single place for board member to retrieve documents. Currently, everything is being sent through multiple emails and it becomes cumbersome to get a large volume of documents shared to board members. S. Escobar motioned that VHIB purchase the subscription for BoardDocs. O Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

- **Sponsorships** – The Program Manager provided updates on the FY23 sponsorships and discussed the need to collect a year end report on accomplishments. D. Easter motioned that VHIB request final reports from all of those organizations that received sponsorships. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

B. Grant Extension Requests

The Virginia Paint Horse Club requested an extension on their Digital Marketing Grant that expired in March of 2023. Ride with Pride requested that the Board reconsider their Cycle 3 grant that was tabled. And Commonwealth Dressage and Combined Training Association asked the Board to reconsider their Cycle 3 grant that was tabled because the Board had not received their FY22 grant final report. After discussion, the Board decided that it would move these requests to the FY23 Cycle 4 grant discussion.

C. Dulles Task Force Update

R. Banner provided an update on the progress of the Dulles Task Force and the establishment of a quarantine center at Dulles Airport. The task force is currently conducting a feasibility study for the project. The Board approved a \$20,000 sponsorship of the feasibility study at the March 2023 meeting and the Task Force is asking for an increase in the sponsorship to \$25,000. O. Brown motioned to increase the sponsorship of Phase 1 to \$25,000. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Morton	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Ober	Yes
Banner	Yes

D. Equine Expo Update

The Equine Expo subcommittee provided an update on the planning of the Expo for October of 2024. A survey was conducted of the industry which indicated interest in having the Expo held in Lexington or Charlottesville. The subcommittee is evaluating the survey results and will reconvene in August or September.

VII. New Business

A. FY23 Cycle 4 Marketing Grants

During this Cycle the Board received 11 applications for a total funding request of \$55,000.00 and reviewed the three grant extension/reconsideration requests from earlier in the meeting. The Board reviewed and discussed each proposal.

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

Column1	Organization	Grant Project	Amount Funded
1	Battlefield Horse Show Association	BHSA Classic Show	\$5,000.00
2	East Coast Stock Horse Association	2023 Youth Membership Drive	\$4,000.00
3	Central Virginia Show Jumping Association	Award Incentive Program	\$5,000.00
4	Loudoun Therapeutic Riding	50th Anniversary Media Support	\$5,000.00
5	Thoroughbred Heritage Horse Show	Horse Show	\$5,000.00
6	Virginia Horse Center Foundation	Eventing Prize Money for International Division	\$5,000.00
7	Secretariat for Virginia	Marketing Support	\$5,000.00
8	Museum of Hounds and Hunting North America	Annual Art Exhibition and Sale Fundraiser	\$5,000.00
9	Virginia Paint Horse Club	Digital Marketing Support	\$3,000.00
10	Ride With Pride	Website Update	\$3,200.00
11	Commonweath Dressage and Combined Training Association	Incentive Program	\$1,600.00
		Totals	\$46,800.00

Easter	Yes (recused from Virginia Horse Center)
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

B. FY23 VHIB Marketing Grant – Cycle 4

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 4 marketing grant. K. Foltman seconded the motioned. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Yes
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

C. Sponsorship Proposals

The Board reviewed sponsorship proposals from Morven Park and the Virginia Horse Show Association. Morven Park requested \$20,000 to support their 4* International and Fall Horse Trials. After discussion, K. Foltman motioned to approve the sponsorship in the amount of \$20,000. R. Banner seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Absent
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

The Board reviewed the sponsorship proposals from the Virginia Horse Show Association requesting \$30,000 in sponsorship funding for their Associate Program Awards. The Board has supported this program over the past several years and after discussion, T. Barron motioned to approve the \$30,000 sponsorship. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Absent
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

D. FY24 Grant Program

The Board reviewed the FY23 grant program in preparation for the FY24 program. The VHIB FY24 Grant Program will open in July of 2023 for four cycles with \$75,000 in grant funding for local/independent 4-H clubs in Virginia and \$125,000 in grant funding for all other organizations. S. Escobar motioned to continue the marketing grant program in FY 24 with 4 cycles and \$125,000 in funding to equine associations/organizations and \$75,000 for local/independent 4-H programs. T. Barron seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Absent
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

E. Secretariat for Virginia

The Board discussed the Secretariat for Virginia’s work to bring the Secretariat bronze to Virginia and place it in Ashland. The bronze will serve as a tourist attraction and will memorialize Secretariat’s history in Virginia. The Board discussed providing a sponsorship of the organization. S. Escobar motioned that the Board provide a \$25,000 sponsorship of the Secretariat for Virginia organization. T. Barron seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Lands	Yes
Brown	Absent
Escobar	Yes
Barron	Yes
Oare	Yes
Ober	Yes
Banner	Yes

VI. Public Comment – None

VII. Next Meeting – *September 25, Charlottesville*

VIII. Adjournment – *2:11pm*