

Board Members Present:

Debbie Easter
Kelly Foltman
Oliver Brown (proxy for Virginia Horse Show Association)
Steve Escobar
Tommy Barron
Ernie Oare
Rob Banner
Janie Ober
David Lands

Board Members Absent:

Loretta Tozer
Beth Sheely

Guests/Staff:

Heather Wheeler, Program Manager, VDACS

I. Call to Order – 10:01AM

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

II. Review of Minutes – December 19, 2022

Minutes from the December 19, 2022 Board Meeting were reviewed. O. Brown motioned to approve the meeting minutes. K. Foltman seconded the motion. The motion was unanimously approved.

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

Ober	Yes
Banner	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 1.31.2023)

Beginning Balance 7/1/2022	\$315,502.09
Revenues YTD	\$568,859.17
Expenditures YTD	\$106,006.27
Cash Balance YTD	\$778,354.99
Uncommitted Balance (Cash bal 7/1/21 + rev - budgeted)	\$473,329.99

Feed Tonnage – cc 626 (Figures through 1.31.2023)

Beginning Balance 7/1/2022	\$1,160,477.57
Revenues YTD	\$47,119.96
Expenditures YTD	\$184,349.22
Cash Balance YTD	\$1,023,248.31
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$48,788.34

IV. Old Business

A. Program Manager Updates

Heather Wheeler provided activity updates since the meeting in December. 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.
- Program Manager Position – The VHIB Program Manager position will be posted in the coming months. D. Lands made a motion that VDACS Human Resources considers having the VHIB Chair as a part of the hiring panel. D. Easter seconded the motion. The motion passed unanimously. H. Wheeler will follow up with HR.

B. Economic Impact Survey

The Board has a line item in the budget for an economic impact survey for the state of Virginia’s horse industry. D. Lands has been in contact with the American Horse Council and indicated that the American Horse Council is asking for pledges for their 2023 Survey that would allow Virginia to have a state specific study. The Board had looked at the option previously, but the pledge amount is above the amount allowed without issuing a Request for Proposal through the Commonwealth of Virginia’s Procurement system and at the time the American Horse Council was unsure of the release date. Also, VHIB is unable to make a pledge there needs to be a contract. D. Lands motioned that VHIB pledge \$50,000 to the American Horse Council’s 2023 Economic Impact Study. O. Brown seconds the motion. The motion passed unanimously.

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

C. Grant Change Requests

The Board received a request from the Therapeutic Riding Association of Virginia (TRAV) regarding their FY23 VHIB Sponsorship. VHIB provided a sponsorship to TRAV for fiscal year 2023 to support website upgrades for the TRAV member centers across the state. TRAV reached out and asked if they could provide some of the sponsorship dollars to a North Carolina TRAV member. The request was sent to the Chair and Vice-Chair who both deemed the intention of the money was to benefit Virginia based centers so they declined the request. After TRAV received notification that the request was declined, they asked for the full Board to review the request. D. Lands motioned that the Board would support the decision of the Chair and Vice-Chair and declined the request. O. Brown seconded the motion. The motion passed unanimously.

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

The Central Virginia Horse Show Association was awarded a grant from VHIB during the second quarter grant cycle. However, when the grant letter was being drafted there was a realization that the application had contained a request for \$1,000 in scholarship funding which the Board can not fund. After CVHSA was contacted by the Program Manager, they requested that the \$1,000 be used for a Mini-EAP sponsored by CVHSA. The curriculum would be purchased from USHJA for about \$500 and participant supplies and clinician payment would be around \$500. After discussing, the Board was unable to determine what fees and curriculum was being proposed and decided that a new grant proposal for this project should be developed.

D. FY 22 and FY23 Grant Updates

The Program Manager 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. Problems persist 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. FY24 Youth Sponsorship Discussion

In FY23, the Board provided \$100,000 in sponsorships to FFA, the Virginia 4-H Horse Program, the Pony Club, and the Virginia High School Rodeo. Board members discussed the importance of continuing this support of youth programs as the youth are the future of the horse industry. K. Foltman motioned that the Board support the Virginia 4-H Youth Program, the FFA, the Virginia Pony Club, the Virginia High School Rodeo, and the Intercollegiate Equestrian Association with \$25,000 sponsorships of each organization in FY24 and FY25. O. Brown seconded the motion. The motion passed unanimously.

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

Banner	Yes
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In addition to the sponsorships, D. Lands motioned that the Board set aside \$75,000 in grant funding for local/independent 4-H clubs in Virginia. S. Escobar seconded the motion. The motion passed unanimously.

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

B. FY23 Venue Sponsorship

In the FY23 budget, the Board set aside \$100,000 to be awarded to four equine venues. The Board awarded three of those venue sponsorships with a line item holding the fourth sponsorship while the Board determined which organization to award. R. Banner has been working with the taskforce working to establish an equine quarantine facility at Dulles airport. The taskforce is preparing to complete a feasibility study for the facility. The feasibility study is going to cost approximately \$50,000 and the taskforce has secured \$30,000 in funding from other equine organizations. The taskforce is requesting \$20,000 in sponsorship from VHIB for the feasibility study. K. Foltman motioned that VHIB provide \$20,000 in sponsorship for the feasibility study. O. Brown seconded the motion. The motion passed unanimously.

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

C. FY23 VHIB Marketing Grant – Cycle 3

During this Cycle the Board received 24 applications for a total funding request of \$94,301.00. The Board reviewed and discussed each proposal.

After discussion, O. Brown motioned to approve the following projects. K. Foltman seconded the motion and the motion was passed unanimously.

Approved 7.10.2023

Lucky Stars Open Horse Show	Lucky Stars Open Horse Show Series	\$2,500.00
Virginia Cooperative Extension-Tazewell	4-H Trailblazers Horse Club Promotion	\$1,800.00
Toms Performance Horses LLC	Horse Shows	\$2,000.00
Mason Dixon Paso Fino Association	Promote our Spectacular Show at the Meadows Farm Park, Doswell, Va. July 14 -15, 2023	\$4,000.00
Tazewell Horse Show LLC	To give equine enthusiasts in our area and semi local a place to show	\$5,000.00
Friends of Frying Pan Farm Park	2023 Horse Expo & PreTurkey Qrt Horse Show 2023	\$5,000.00
Green Hill Park Equestrian Center Advisory Board	Website update	\$3,000.00
Tarpan Horse Conservation Program	Let's Talk Tarpan Horses	\$5,000.00
Norwegian Fjord Horse Registry	NFHR Enduring Digital Enduring Materials Project	\$3,050.00
Virginia Paint Horse Club	VPHC Color Classic Marketing and Event Support	\$5,000.00
Virginia Palomino Association	Joint breed show with Virginia Palomino	\$1,500.00
Virginia Pony Breeders Association	Production of promotional/informational VPBA Directory and Yearbook	\$5,000.00
Page County Equine Connection LLC	Initiate focused marketing to promote the continued development of events for the local equine community	\$5,000.00
Culpeper Battlefield Tours LLC	160th Anniversary of the Battle of Brandy Station Cavalry Re-enactment and Living History	\$5,000.00
Virginia Walking Racking Horses Owners Association	VWRHOA Spring Horse Show	\$5,000.00
Sustainable Horsemanship	"Floyd County Recreation Area and Outdoor Learning Center"	\$1,681.30
Shenandoah Blue Ridge Appaloosa Horse Association	Event Support	\$3,000.00
Shenandoah Blue Ridge Appaloosa Horse Association	Show and Year End Awards	\$2,000.00
American Saddlebred Horse Association of Virginia	2023 ASHAV Horse Show	\$5,000.00

Easter	Yes	
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Foltman	Yes	
Lands	Yes	Recused from Virginia Paint Horse Club
Brown	Yes	Recused from Virginia Pony Breeders Association
Escobar	Yes	
Barron	Yes	
Oare	Yes	
Ober	Yes	
Banner	Yes	

D. 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

The Board also discussed the future direction of the grant program. The Board discussed options of tailoring the cycles to focus on certain topics (education, marketing, etc). The Board also discussed the importance of engaging small equine organizations. The Board will continue to discuss the grant program at future meetings.

E. VHIB Website - Job Portal

The First Lady recently hosted a meeting with the James River Retirement facility where prisoners work with horses to learn job skills. Eight to twenty prisoners are released each year and the First Lady is interested in helping them find jobs in the equine industry. The Board is interested in using the VHIB website to host a job portal for all job seekers to help this effort. The job portal would allow equine industry employers to list jobs at no cost so that potential employees could apply. This portal could be integrated into the website during the upgrade of the website.

F. Equine Summit

The Board discussed their interest in hosting an Equine Summit in 2024. This would be an event that gave the industry an opportunity to talk about concerns and needs, learn about the industry, bring businesses and organizations together. The Virginia Horse Council and Virginia Equine Alliance are interested in partnering. Oliver

Brown, Ernie Oare, and Steve Escobar indicated interest in serving on the subcommittee to begin planning the event.

VI. Public Comment – None

VII. Next Meeting – *June 19, Warrenton*

VIII. Adjournment – *2:00pm*