

Board Members Present:

- Debbie Easter
- Kelly Foltman
- Steve Escobar
- Tommy Baron
- Rob Banner
- Ernie Oare
- Oliver Brown
- Amy Moore
- Beth Sheely
- David Lands
- Loretta Tosier (proxy for VQHA)

Board Members Absent:

- Christie Morton (proxy for VQHA)

Guests/Staff:

- Garrett Petro, Program Manager, VDACS
- Heather Wheeler, VDACS
- Jennifer Reichart, Va Wine Board

I. Call to Order – 10:07am

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

II. Review of Minutes

- a. Minutes from the December 11, 2023 Board Meeting were reviewed. Oliver Brown motioned to approve the meeting minutes. Tommy Baron seconded the motion. The motion was approved unanimously

Easter	Yes
Foltman	Yes
Escobar	Yes

Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

III. Financial Update

- a. 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 7/1/2023	\$1,247,920.26
Revenues YTD	\$643,441.09
Expenditures YTD	\$150,635.26
Cash Balance YTD	\$1,740,726.09
Uncommitted Balance (Cash bal 7/1/23 + rev – budgeted)	\$510,701.09

Feed Tonnage- cc 626 (Figures through 1.31.2023)

Beginning Balance	\$1,180,088.59
Revenues YTD	\$46,278.96
Expenditures YTD	\$80,211.53
Cash Balance YTD	\$1,146,156.02
Uncommitted Balance (Cash Bal 7/1/23 + rev – budgeted)	\$622,316.14

IV. Old Business/Updates

a. Program Manager Updates

- i. G. Petro introduced himself as the new Program Manager for VHIB and explained H. Wheeler will be aiding him in the transition. H. Wheeler will remain engaged with the board through the remainder of the RFP process and the planning of the Equine Expo.

b. Marketing RFP Update

- i. H. Wheeler provided an update on the Marketing RFP, including total number of proposals and estimated timeline on when proposals will be available for review by the RFP Committee.

c. Dulles Taskforce Update

- i. R. Banner provided an update on the progress of the Dulles Task Force and the establishment of a quarantine center at Dulles Airport. A tentative plot has been selected for placement of structures/buildings, and the ARK and Dulles continue to work together on cost projections and construction logistics.

d. Existing Grants – request for changes/extension

A portion of existing Marketing Grantees had special requests to alter respective grant structures, for review by the board. They were as follows:

- i. **Frying Pan Park** – Requested a budget change to accommodate alteration of cost line items. The request and grant file were reviewed by the board, and O. Brown motioned to deny the requested change. K. Foltman seconded the motion. The motion passed unanimously.

Easter	Yes
Baron	Yes
Escobar	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

- ii. **Green Hill Park Equestrian** – G. Petro and H. Wheeler provided an update on the addition of VHIB logo to the Green Hill Park Equestrian website, per the grant requirements. The organization delayed the addition of the VHIB logo previously.
- iii. **Old Dominion Hounds** – Requested permission to change print advertisement channels from those originally specified in grant application, along with the addition of Google Search to advertisements. The request was reviewed by the board. O. Brown motioned to approve the request. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

- iv. **Foxfield Racing** – Request to extend/convert FY23 Cycle 1 grant into FY24 Cycle 2 grant to better accommodate project timeline. Previous timeline of awarded grant impacted organization’s ability to adequately cover expenditures. Request was reviewed by the board. K. Foltman motioned to approve the extension. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Baron	Yes
Escobar	Yes

Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

- v. **Ride with Pride** – Organization failed to submit final report on previous grant for Web design project. Organization looking for successful completion and closeout of that project, as well as approval for new Newsletter grant project. S. Escobar motioned to approve the Newsletter project grant, and deny successful completion/closeout of the Web design project grant. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

- vi. **Norwegian Fjord** – Organization experienced issues with program management and membership structure, effectively splitting them into two separate factions during completion of open grant project. The incumbent Norwegian Fjord organization had been awarded grant funding to create video marketing and educational materials, and had successfully produced the videos. The incumbent organization decided they did not want the videos or any affiliation thereof after the disagreement. The new organization decided they would like to use the videos produced with the grant monies by the incumbent organization. Since the existing organization does not pose issue with the newer organization using their proprietary videos, it was decided a waiver of use would be the best agreement. K. Foltman motioned to approve the new organization’s use of the video materials, pending a signed release waiver by the existing Fjord organization within 10 days. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Brown	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes

Sheely	Yes
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V. New Business

a. New Grant Procedures – Due to reoccurring complications with current grantees, the board reviewed new grant procedures to ensure better deliverables, reporting, and financial accountability. These procedures included:

- i. Holding a 25% portion of total grant reimbursement pending completion of a thorough, detailed, and board-approved final project report
- ii. Requiring all new grant awardees to attend at least 1 of 2 total quarterly workshops-reviewing grant applications, procedures, and board expectations.
- iii. Applicant acknowledgement of terms/agreement with signature at end of award application/letter.
- iv. Mandatory board use of scoring rubric to quantify eligibility of new grant applications

S. Escobar motioned to approve the new grant procedures as outlined. O. Brown seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Lands	Yes
Sheely	Yes

b. FY24 VHIB Marketing Grant- Cycle 3

During this cycle the Board received 20 applications for a total funding request of \$85,719. The Board reviewed and discussed each proposal.

After discussion, D. Lands motioned to approve the following projects. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Brown	Yes
Sheely	Yes

Tidewater Equine Club	Club Promotional Media and Awards	\$1,400.00	\$0.00
Morven Park	Morven Park International & Fall Horse Trials Marketing	\$5,000.00	\$0.00
Commonwealth Dressage & Combined Training Association	Virginia Bred Awards at Recognized Shows	\$500.00	\$0.00
Mason Dixon Paso Fino Association	Promote our Spectacular Show at the Meadows Farm Park	\$5,000.00	\$5,000.00
Brookhill Farm	Brookhill Farm Show Series Marketing Plan	\$5,000.00	\$5,000.00
Virginia Thoroughbred Project	Marketing Enhancement and Implementation to Support the Virginia Thoroughbred Project Mission	\$5,000.00	\$5,000.00
Virginia Walking Racking Horse Owners Association	Putting on a Horse Show!	\$5,000.00	\$5,000.00
Friends of Virginia Beach Mounted Police	Organization and Event Website	\$5,000.00	\$5,000.00
Horse Shows of Central Virginia	Horse Shows of Central Virginia Program Promotion	\$4,000.00	\$0.00
Bland County Fair, Inc	Bland County Fair Horse Show	\$3,000.00	\$3,000.00
Mid Atlantic Dressage Festival & Lexington CDI 3*	Social Media Campaign for the 2024 Mid-Atlantic Dressage Festival & Lexington CDI 3*	\$5,000.00	\$5,000.00
Virginia Pony Breeders Association	VPBA and VHIB Promotion at the 2024 USEF Hunter Pony National Championship	\$5,000.00	\$5,000.00
Pine Spur Hunt Club	Pine Spur Hunt Club Horse Shows	\$3,780.00	\$3,580.00
Virginia Horse Center	VHC Eventing Organizing Committee	\$5,000.00	\$5,000.00
The Draft Horse Education Foundation, Inc.	Draft Horse Pull at the State Fair of Virginia	\$5,000.00	\$5,000.00
Friends of Frying Pan Park	Horse Expo & Pre-Turkey Quarter Horse Show 2024	\$5,000.00	\$4,900.00
SPIRIT Open Equestrian Program	SPIRIT Website Redesign and Accessibility	\$3,689.00	\$3,689.00
Chesterfield County Fair Association	CCFA Horse Shows	\$5,000.00	\$1,750.00
Norwegian Fjord Horse Alliance, Inc.	Norwegian Fjord Horse Alliance Digital Enduring Materials Project	\$4,350.00	\$0.00
Culpeper Battlefield Tours, LLC	161st Commemoration of the Battle of Brandy Station	\$5,000.00	\$4,050.00
	Total	\$85,719.00	\$65,969.00

The Board realized the necessity of reallocating \$25,049 to cover the additional outstanding amount to cover approved Cycle 3 grant projects above. D. Lands motioned to approve the reallocation. S. Escobar seconded the motion. The motion passed unanimously.

Easter	Yes
Foltman	Yes
Baron	Yes
Banner	Yes
Oare	Yes
Moore	Yes
Morton	Yes
Brown	Yes

Sheely	Yes
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c. FY24 VHIB Marketing Grant- Cycle 4

The Board utilized all funding set for FY24 and realized it would need to reallocate an additional \$50,000 to cover awards for FY24 Cycle 4. D. Easter motioned to approve adding \$50,000 to support FY24 Cycle 4 grant projects. O. Brown seconded the motion. The motion passed unanimously.

VI. Public Comment - None

VII. Next Meeting for June – June 17, Warrenton

VIII. Adjournment – 3:00pm