

Board Members Present:

Janie Shrader
Kelly Foltman
David Lands
Oliver Brown (proxy for Virginia Horse Show Association)
John Wise
Lynda McGarry (proxy for Virginia Horse Council)
Tommy Barron
Rob Banner
Loretta Tozer (proxy for Virginia Quarter Horse Association)

Board Members Absent:

Debbie Easter (joined by phone)
Beth Sheely

Guests/Staff:

Heather Wheeler, Program Manager, VDACS
Melissa Ball, Special Projects Manager, VDACS

I. Call to Order – 10:08AM

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

II. Review of Minutes – March 14, 2022

Minutes from the March 14, 2022 Board Meeting were reviewed. O. Brown motioned to approve the meeting minutes with a correction made to the Call to Order time. K. Foltman seconded the motion. The motion was unanimously approved.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes

Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	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 May 31, 2022)

Beginning Balance 7/1/2021	\$359,330.06
Revenues YTD	\$87,011.53
Expenditures YTD	\$57,291.10
Cash Balance YTD	\$389,050.49
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$174,489.68

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

Beginning Balance 7/1/2021	\$955,359.02
Revenues YTD	\$243,029.35
Expenditures YTD	\$37,228.30
Cash Balance YTD	\$1,161,160.07
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 March. Those updates included:

- Loudoun Equine Alliance Horse Expo – April 12 – The Program Manager attended the Expo and setup and staffed an exhibit table for VHIB. The exhibit featured flyers and brochures from grant recipients for upcoming events and information on the VHIB Marketing Grant. The information was well received by Expo attendees and served as a conversation starter for attendees to ask questions about the organizations and events. The Program Manager also visited each exhibitor and provided them information on VHIB and its Marketing Grant.
- 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.
- Virginia High School Rodeo Association Finals – The Program Manager attended the VHSRA Finals May 28 to meet the competitors, their families and the volunteers and to represent VHIB and VDACS and provide information on the services we provide to the industry.
- Equine Events and Shows – The Program Manager encouraged the Board to attend events in their area and meet with the competitors/participants. These events are excellent opportunities to hear directly from the horse industry and learn more about the activities going on around the state. The Program Manager told Board Members that VHIB decals, sunglasses, etc. could be shipped from the Richmond Office to their location within a week so that Board Members could have them when attending the events.

B. Virginia Tech Grants

- Virginia Tech** – At the December meeting, the Board had not received any requests for extensions for the outstanding projects with Virginia Tech so the Board decided to conclude the grants and to request all outstanding invoices from Virginia Tech by January 31, 2022. The Program Manager communicated the deadline to the Office of Sponsored Programs and the invoices were not provided until February 2, 2022 past the deadline. The invoices are missing some information and the Office of Sponsored Programs had not responded to requests for clarification as of March 14, 2022. The Board approved a motion at the March 14, 2022 meeting to terminate the relationship with Virginia Tech and not reimburse the invoices received after the deadline. The Program Manager was contacted on or around June 9, 2022 by the Senior Director Post Award of VT’s Office of Sponsored Program who requested that VHIB reconsider paying the invoices and reconsider providing grant funding to their researchers. The Senior Director provided letters of apology and missing grant reports from the researchers. The Board discussed the request and the past several years of Virginia Tech being habitually poor at following guidelines, providing reports and timely invoices. The Board discussed the fact that they don’t feel Virginia Tech has provided any return on the grant funding they received for VHIB or the horse industry as a whole. After discussion, K. Foltman motioned that the Board would reluctantly pay the invoices that Virginia Tech sent after the deadline and that VHIB would terminate all relationships with Virginia Tech as it has been too difficult to receive follow-up, reports and invoices. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes

Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

V. New Business

A. FY23 Budget

The Board discussed and approved the following line-items for their FY23 Budget

- Venue Sponsorships – The Board discussed providing four venues \$25,000 in sponsorship during FY23. K. Foltman motioned that the Board sponsor Old Dominion Agriculture Complex, Upperville, and Meadow Event Park in FY23, the Board will determine a final venue and vote on it at the September 2023 meeting. O. Brown seconded the motion. The motion passed. T. Barron recused.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	RECUSED
Banner	Yes
Tover	Yes
McGarry	Yes

- Youth Program Sponsorships – The Board discussed providing sponsorships to organizations supporting youth equine activities rather than have those organizations have to apply for individual grants for the various programs. K. Foltman motioned that the Board provide \$25,000 sponsorships to Virginia 4-H Horse Program, Virginia High School Rodeo Association, Virginia FFA, Virginia Pony Club and \$50,00 to Therapeutic Riding Association of Virginia to be distributed among the TRAV member centers to support youth programs. O. Brown seconded the motion. The motion passed. L. McGarry recused.

Ober	Yes
Foltman	Yes

Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	RECUSED

- Administration Budget – T. Barron motioned to use the FY22 budget line items funding levels for the FY23 budget. K. Foltman seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

B. Nomination of Chair and Vice-Chair

O. Brown motioned that Board re-appoint Janie Ober as Chair and Debbie Easter as Vice- Chair. K. Foltman seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

C. CYCLE 3 Grant Applications

a. Arabian Horse Association – Show Support

The Arabian Horse Association requested \$5,000 to support their AHA Region 15 & 16 Championship Show. After reviewing the grant it was noted that the show is coming up on July 4-9 which is only 3 days after the award

date. Since the Board cannot retroactively reimburse costs incurred before the award date there was concern that most of the contracts have been signed and items have already been purchased. The grant application also included the entire line item costs for the show and there was no indication of what AHA was asking for the Board to fund.

K. Foltman made a motion that the Board decline the application for this event and encourage AHA to reapply next year within the proper timeframe and with a detailed list of items that AHA would like VHIB to fund. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

b. Galloping Acres – Website Update

After discussion the Board decided that this grant should be funded by TRAV using the \$50,000 sponsorship approved earlier in the meeting. L. McGarry agreed that TRAV could cover the costs through the sponsorship. K. Foltman motioned not to fund. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

c. Great Meadow International Event Support

The Great Meadow International requested \$5,000 in grant funding to increase their digital media presence. The Board was unable to determine what the request was for – no line-item budget provided or detail in the

narrative. O. Brown motioned to not fund. O. Brown seconded the motion. The motion massed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

d. Hope’s Legacy Digital, Radio and Print Marketing Grant

Hope’s Legacy requested \$5,000 in grant funding to market their organization through digital, radio and print marketing efforts. J. Wise motioned to approve the grant for the full \$5,000. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

e. Rainbow Therapeutic and Ride with Pride

Rainbow Therapeutic requested \$5,000 in grant funding for marketing efforts and Ride with Pride requested \$5,000 in grant funding for marketing efforts. J. Ober motioned to approve both of the grants for the full \$5,000. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes

Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

f. **Scott County Regional Horse Association – Ride the Rail or Ride the Trail.**

Scott County Regional Horse Association requested \$5,000 for marketing their Ride the Rail or Ride the Trail program. T. Barron motioned to approve the grant for the full \$5,000. J. Wise seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

g. **Silver Eagle Stable**

Silver Eagle Stable requested \$5,000 for event support for their Silver Cup Show. The Board was unable to determine if this event is a public or private event and the grant applicant did not answer the question when asked through email. J. Ober motioned to table the grant until the September meeting after the Board receives clarification on whether it is an event open to the public or an event for just Silver Eagle Stable students. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes

Tover	Yes
McGarry	Yes

h. Virginia Agriculture in the Classroom

Virginia Agriculture in the Classroom requested \$3,000 in marketing support. In reviewing the request, the Board expressed an interest in increasing their support to this program. K. Foltman motioned to approve the grant in the amount of \$5,000. D. Lands seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

i. Virginia High School Rodeo – Membership Drive

The Virginia High School Rodeo requested \$5,000 in grant funding for a membership campaign. D. Lands motioned to approve the grant for \$5,000. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

j. Virginia Pony Breeders Association – Pony Finals

The Virginia Pony Breeders Association requested \$3,875 in grant funding to support the Pony Finals. K. Foltman made a motion to fund the grant in the amount of \$5,000. J. Wise seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

D. Virginia Horse Show Association – Associate Program Sponsorship

The Virginia Horse Show Association requested \$30,000 in sponsorship funding for its Associate Program Awards. VHIB has supported this program over the past couple of years and has been impressed with the partnership and the level at which VHSA recognizes VHIB. K. Foltman motioned to fund the sponsorship request at the full \$30,000. J. Wise seconded the motion. The motion passed. O. Brown recused.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	RECUSED
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

E. FY23 Marketing Grant

The Program Manager provided the Board with the proposed FY23 timeline, application and award letter. T. Barron motioned to approve the timeline for FY23, the application and award letter and to approve a \$200,000 budget to fund the marketing grant program through four cycles. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes

Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

F. Submittable – Grant Management Software

The Program Manager provided the Board with a proposal from Submittable to host their grant program through their platform. Submittable is an online portal that can provide access to the Board Members and the applicants to the grant application and reports in a single location. Submittable is also able to generate detailed reports on the program that will help the Board determine the impact and return of the grant program. This platform also offers continuity of services should the Program Manager be out of the office. K. Foltman motioned to approve \$9,700 for the subscription to Submittable for one year. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes
Tover	Yes
McGarry	Yes

G. Next Steps

a. RFP for the Economic Impact Survey

The Board has \$100,000 in their budget for an economic impact survey to be conducted on 2022 data. At the last meeting, the Board had not decided whether or not to include a horse population survey as well. T. Barron motioned that the Board not include a horse population survey. K. Foltman seconded the motion. The motion passed unanimously. The Program Manager will begin working with VDACS procurement on the RFP

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes
Banner	Yes

Tover	Yes
McGarry	Yes

b. Marketing Subcommittee

Debbie Easter, Janie Ober, Kelly Foltman, David Lands and Rob Banner have agreed to continue serving on the Marketing Subcommittee in FY23.

The Program Manager will schedule a meeting of the subcommittee in late July/early August

VI. Public Comment – None

VII. Next Meeting – *September 27th in Warrenton*

VIII. Adjournment – *2:36pm*