FINAL Minutes

Virginia Horse Industry Board

September 9, 2021

Virginia Equine Alliance, Warrenton, VA

**Board Members Present:**

*This was a meeting of the marketing subcommittee:*

Debbie Easter

Rob Banner

Kelly Foltman

By Phone:

 Janie Ober

 David Lands (proxy for Virginia Horse Council)

**Guests/Staff:**

Heather Wheeler, VDACS, Program Manager, Virginia Horse Industry Board

**I. Call to Order – 12:05 PM**

**II. Website Redesign**

The subcommittee members discussed the need to redesign the VHIB website. Through discussion they determined the following features are key to the redesign:

* Calendar of Events that is searchable by discipline and has the next 90 days highlighted.
* All-inclusive industry directory
* Ability to capture and report metrics on visitors to the site
* Client relations management tool to capture visitor information, produce newsletters, promotional announcements

The subcommittee would like to see an initial website redesign launched in May of next year. Even if it is just the launch of the calendar and a few initial pages.

The subcommittee discussed moving forward with a Request for Proposal (RFP) for the website design along with a one-year marketing contract to promote VHIB, the new website features and the industry. The subcommittee will propose to the Board that they increase the budget for this project from $100,000 to $150,000 so that they can incorporate the marketing services into the RFP.

**III. Active Campaign Demo**

The subcommittee participated in a demo with a representative of Active Campaign to evaluate the platform and determine if it is a fit for the new VHIB website and marketing plans.

**VI. Public Comment**

 There was no public comment.

**VII. Adjourn – 2:06pm**