

**DRAFT MINUTES**  
**VIRGINIA HORSE INDUSTRY BOARD**  
Department of Forestry – Charlottesville, VA  
Friday, October 30, 2020

**CALL TO ORDER**

The Horse Industry Board Meeting was called to order at 10:09 a.m. on Friday, October 30, 2020 at the Department of Forestry in Charlottesville, VA by Chairman, Janie Ober.

**BOARD MEMBERS PRESENT**

Janie Ober, Chairman  
Oliver Brown, Proxy for VHSA  
Dedi Spradlin  
Debbie Easter  
Dr. John Wise  
Rob Banner  
Kelly Foltman  
Nancy Troutman  
Jeff Oakley (joined by phone)

**GUESTS / STAFF**

Heather Wheeler, Program Manager, VDACS

The Board held a brief introduction of members to introduce two new members (Dedi Spradlin and Jeff Oakley) to the Board. Jeff Oakley joined the meeting by phone to participate in the meeting but did not participate in any of the votes held during the meeting.

**APPROVE MINUTES OF LAST MEETING**

The minutes of the previous meetings (August 13, 2020 and September 21, 2020) were approved.

**FINANCIAL UPDATE**

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

**Coggins – cc 625 (Figures through September 30, 2020)**

Beginning Balance 7/1/2020	\$341,164.11
Revenues YTD	\$35740.88
Expenditures YTD	-\$204.20
Cash Balance YTD	\$376,700.79
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$279,754.99

**Feed Tonnage – cc 626 (Figures through June September 30, 2020)**

Beginning Balance 7/1/2020	\$715,953.40
Revenues YTD	\$-50.00

Expenditures YTD	-\$0.00
Cash Balance YTD	\$715,873.40
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$631,753.48

## **OLD BUSINESS / UPDATES**

### **Program Manager Update**

The Program Manager reported on activities since the last meeting. The Program Manager reported that she has responded to a high volume of calls from individuals around the state of Virginia that are interested in taking their family to a riding facility to go on a trail ride or are looking to find a riding facility to provide riding lessons to their children. With the COVID restrictions still in place, there is an increased interest in engaging in the horse industry. In addition, the Program Manager is working with VDACS staff on the Virginia Horse Center legislation. The Program Manager is currently awaiting a report from the Virginia Horse Center to assist in the completion of the final report which she will be submitting in mid-November for review. The Program Manager also reported to the Board the increased interest in marketing outdoor recreation as a tourism opportunity in Virginia and advised the Board there are opportunities to engage with Virginia Tourism to participate in some of their marketing efforts.

### **VHIB Grant Updates and Extensions**

The Virginia Horse Council has two outstanding 2019-2020 grant projects that have been postponed due to COVID and have asked for extension on both the Historic Trail Ride Emergency Grant and the Education Seminar Grant through June 30, 2021. There are also additional grants that have been extended through December 31, 2020 that still have funding remaining that have had to further delay projects. After discussion, the Board motioned, seconded and unanimously approved giving an extension to all remaining 2019-2020 grants through June 30, 2020. If a grant recipient needs additional funding to complete the project or expand it in 2021, they will need to reapply.

## **NEW BUSINESS**

### **Flair Communication**

The Program Manger presented the Board with the 2021 Virginia Horse Industry Board Website Design, Development and Maintenance Proposal for 2021. These services will run from 2/1/2021 through 1/30/2022. The Program Manager advised the Board that the proposal included a refresh of the site and asked the Board to review the site and suggest items that they would like to see updated. The Board motioned, seconded and unanimously approved the Flair Proposal in the amount of \$9,975. After discussion, it was determined that Rob Banner and the Program Manager will begin working together with the website design team to formulate a plan for the refresh and determine the site capabilities for the future.

## **Virginia Bred**

The Program Manager provided copies of the Virginia Bred guidelines and procedures, the Virginia Bred Application, the Virginia Bred reporting template and the spreadsheet of Virginia Bred data (number of horses, participants, funding spent, regions impacted) to the Board. The Program Manager advised the Board that if they were going to move forward with the program for 2021, the Board would need to review, edit and approve the procedures and documents in the coming months.

## **VHIB Grant Program**

The Program Manager provided copies of the VHIB Grant guidelines and procedures, the Grant Application. The Program Manager advised the Board that if they were going to move forward with the grant program in 2021, the Board would need to review, update and approve the procedures and documents in early 2021.

## **Sponsorship Report**

The Program Manager, in response to a request at the last meeting, drafted a Sponsorship Report template to provide to all organizations that receive a sponsorship from VHIB and presented it to the Board. This report will allow VHIB to collect information on the impact of that sponsorship. The report template will be sent to recipients of sponsorship funding with the notification letter and the COV W-9 and recipients will be asked to return it within 30 days of the end of the event or program. After discussion, the Board motioned, seconded and unanimously approved the sponsorship report as presented.

## **Sponsorship Requests**

### **Virginia Horsemanship and History**

The Board reviewed a sponsorship proposal for a project that would capture the history of the horseman and horsewomen in Virginia. After discussion, it was determined that while they liked the concept of the proposal, there were some uncertainties about the project and areas that needed to be clarified. The Board motioned, seconded and unanimously decided to table the request. Rob Banner indicated to the Board he would reach out to the individual that requested the sponsorship to see if he could get more details on the project or see if there were opportunities for this project to be scaled for social media.

During this discussion, the Board discussed reforming the Marketing subcommittee to begin working on the Madison & Main Strategic Marketing Plan that was delivered earlier this year. Rob Banner, Kelly Foltman, Janie Ober and Debbie Easter all agreed to serve on that subcommittee again and the Program Manager will begin scheduling meetings in the near future.

### **Southwest Virginia Hunter Jumper Association**

The Southwest Virginia Hunter Jumper Association sent a sponsorship proposal to the Board the evening before the meeting. After reviewing the proposal, it was determined there was not a

funding amount included in the proposal so the Board motioned, seconded and unanimously decided to table the request. The Program Manager emailed the organization for clarification on the proposal but a response was not received in time for the Board to revisit the discussion.

### **VHIB Moving Forward**

The Board discussed the various ways in which they want to support the horse industry. It is their intention to identify one to five goals to complete over the next few years that will allow them to support the industry. The VHIB Chair presented the following five areas for support – 1. An Economic Impact Study to be completed every 3 to 5 years by VHIB, 2 – annual support of the Virginia Horse Center, 3- Support of Education (k-12 and College), 4 – support of the Virginia Horse Council, yearly program specific funding, 5 – yearly support of Associations (Virginia Bred). The board members discussed the list and ways to support the categories listed above.

### **Public Comment**

None

### **Next Meeting**

The meeting of the Board will be held in early December but a date was not confirmed. The Program Manager will poll the Board for a date and confirm with the Board in the next two weeks.

### **Adjournment**

The meeting adjourned at 2:25 PM.

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