

**FINAL MINUTES**  
**VIRGINIA HORSE INDUSTRY BOARD**  
Department of Forestry – Charlottesville, VA  
Wednesday, April 17, 2019

**CALL TO ORDER**

The Horse Industry Board Meeting was called to order at 10:10 a.m. on Wednesday, April 17, 2019 at the Department of Forestry in Charlottesville, VA by Chairman Sue Fanelli.

**BOARD MEMBERS PRESENT**

Sue Alvis  
Sue Fanelli  
Nancy Troutman  
Debbie Easter  
Dr. John Wise  
Chuck Grossman (Proxy for Jimmy Lee)  
Robert Banner  
Dr. Kelly Foltman  
Dr. Sally Johnson  
Cathette Plummer (Proxy for Mike Stohr)  
Janie Ober

**GUESTS / STAFF**

Heather Wheeler, Program Manager, VDACS

**APPROVE MINUTES OF LAST MEETING**

The minutes of the previous meetings (February 26, 2019) 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 March 31, 2019)**

Beginning Balance 7/1/2018	\$301,369.07
Revenues YTD	\$68,128.03
Expenditures YTD	-\$65,304.19
Cash Balance YTD	\$304,219.91
Uncommitted Balance (Cash bal 7/1/18 + rev - budgeted)	\$245,969.78

**Feed Tonnage – cc 626 (Figures through March 31, 2019)**

Beginning Balance 7/1/2018	\$344,163.51
Revenues YTD	\$260,968.50
Expenditures YTD	-\$43,075.00
Cash Balance YTD	\$562,057.00
Uncommitted Balance (Cash bal 7/1/18 + rev - budgeted)	\$432,493.71

**OLD BUSINESS / UPDATES****Program Manager Update**

Heather Wheeler reported on marketing activities since the February meeting. Since the February meeting, Heather Wheeler has continued to work with statewide equine organizations and associations to stay connected with activities around the state and the needs of the associations. Heather Wheeler provided updates on her involvement on the Virginia Horse Museum Board and activities at VDACS. Heather Wheeler also reported that she has meetings scheduled in May with Agriculture in the Classroom to discuss opportunities to get an equine presence in the Agriculture in the Classroom materials and a meeting with Tourism to discuss partnership opportunities to market the horse industry in Virginia both in the state and outside.

**NEW BUSINESS****VHIB Grants – Extension Requests for FY19 Cycle**

The Board received extension requests from 3 researchers from Virginia Tech for their projects to be extended for up to an additional year - EPM Identifying the Immune Response and Role in Infection, Hair Cortisol as a Measure of Chronic Stress in Horses and Comparative contrast myelography and contrast computed tomography of the cervical spine in non-neurologic horses. The Board also received extension requests for 4-H Equismartz, Virginia Forage and Grasslands Council Educational Events, Ride the Rail Ride the Trail, Virginia Region Pony Clubs to extend the deadline for their final reports while they complete their final activities. The Board moved, seconded and unanimously approved the extension requests from all of the applicants.

**VHIB Grants – FY19 Reports**

The final reports were due to the Board on April 15<sup>th</sup>, as a result the board members indicated that they have not had time to review the reports prior to the meeting. The Board moved, seconded and unanimously approved that VHIB would pay the final balances due on the FY19 grants without the final reports being approved if there are no glaring issues in the reports and the Board will discuss the reports at the next meeting.

**FY20 VHIB Grants**

Lengthy discussions were held by the members on each of the 33 applications in the areas of education, research and marketing that were submitted by the March 28, 2019 deadline for consideration for the fiscal year 2019-2020.

Following these deliberations, the Board approved 18 grant projects for a funding total of \$70,388.00. The following grants and amounts were approved:

<b>Title</b>	<b>Organization</b>	<b>Funded</b>
<b>Education</b>		
Virginia 4-H Teen Ambassador Program	Virginia Cooperative Extension	\$2,500.00
Happy Farm Happy Barn Workshop Series	Frying Pan Park	\$2,220.00
Virginia 4-H EquiSmartz	Virginia Cooperative Extension	\$3,500.00
Ride with Pride	Ride With Pride	\$850.00
Horse Learning Lab Kit	Washington County 4-H	\$989.00
TRAV State-Wide Educational Workshop and Conference	TRAV	\$1,000.00
Richmond Police Mounted Unit Participation in the North American Police Equestrian Competition	Friends of the Richmond Mounted Squad	\$3,470.00
Books at the Barn	Hope's Legacy	\$1,000.00
Equus Survival Trust Companion Workbook - Endangered Equine Conservation Breeding Principles	Equus Survival Trust	\$1,400.00
Leadership Education for Virginia Junior Paint Horse Club Youth	Virginia Paint Junior Horse Club	\$2,000.00
Virginia Horse Council 2020 Education Seminar	Virginia Horse Council	\$2,000.00
<b>Subtotal</b>		<b>\$20,940.00</b>
<b>Marketing</b>		
Virginia Presidential Paso Fino Horse Assoc. Virginia Certified Program	Virginia Presidential Paso Fino Horse Association	\$3,100.00

Ride the Rail or Ride the Trail	Scott County Regional Horse Association	\$4,450.00
<b>Subtotal</b>		<b>\$7,550.00</b>
<b>Research</b>		
Identifying the role for IL-17-a in EPM affected horses	Virginia Tech	\$6,700.00
Development of interactive three-dimensional models for the study of horse head vascular anatomy	Marion Dupont Scott Equine Medical Center	\$18,100.00
Genetic Characterization of latent equine herpesvirus-1 isolates in Virginia horses	Virginia Tech	\$6,720.00
Enhancing interferon gamma production to improve treatment response in equine protozoal myeloencephalitis	Virginia Tech	\$5,000.00
Seroprevalance of Anaplasma phagocytophilum in the equine population of Southwest Virginia	Virginia Tech	\$12,078.00
<b>Subtotal</b>		<b>\$41,898.00</b>
<b>Total</b>		<b>\$70,388.00</b>

### The Virginia Horse Council Grant

The Virginia Horse Council submitted a grant to the Virginia Horse Industry Board on March 27, 2019 to be considered by the committee with a rewrite on April 8, 2019. When the grant came up for discussion, the Program Manager informed the Board that they could not consider the grant for funding as it was presented. The Program Manager provided the following information on the grant during the meeting. The Virginia Horse Council (VHC) grant came into question earlier this year when the Council raised questions about the grant and the new process. The Program Manager, VDACS staff and the VHIB Chairman have been working with the President of the VHC since January to determine whether or not the grant can be funded by VHIB. In January it was determined that following Virginia state procurement regulations, portions of the grant could not be funded by VHIB and that the grant would need to be rewritten in a format that was project based, included an itemized breakdown of costs associated with the grant requests and included only items that could be covered under state procurement regulations. The

Program Manager and VDACS staff offered to assist with writing the grant and provided procurement guidance documents governing the use of grant funds to VHC. At the February VHIB meeting, the Program Manager and VDACS staff offered to meet after the meeting to assist with the grant and the President, Sue Alvis indicated she was going to work with the VHIB Chairman, Sue Fannelli to write the grant. On March 27, 2019, the Program Manager received the 2020 grant request from VHC in an email which referred to the grant as an operational grant which is not a grant offered by VHIB. VHIB cannot fund operational costs. The grant was not written as a project and did not include an itemized budget for the funding. The Program Manager reached out to the VHIB Chairman, Sue Fannelli and the Chairman allowed VHC to rewrite the grant and extended the deadline for the Virginia Horse Council until April 10<sup>th</sup>, 2019 for the rewrite – the deadline was not extended for any other grant applicants. VHC President, Sue Alvis, submitted a rewrite of the grant on April 8<sup>th</sup>, 2019 with a detailed itemized budget. This grant was emailed to the Program Manager as an operational grant. The funding requests included in the itemized budget include operational expenses for VHC for the day to day operation of the Council (printing meeting materials and office forms, cash deposits, maintaining databases, provision of office supplies, etc), along with activities related to lobbying/legislative activities which VHIB cannot fund, and contingency funds and other items that grant funding cannot be used for. In addition, a cost for services of a management provider was included but was not broken down by an hourly rate. The grant was reviewed by VDACS and again was deemed as not being able to be funded as a grant project. The only project identified in the grant was the Youth Recognition and that could be funded for a total of \$1,000. The Program Manager informed the Board that the grant could not be funded as written as it did not present a project other than the Youth Recognition project and the remaining budget items appeared to be operational requests. The Project Manager also informed the Board that this grant placed the Board in a precarious position as a Board Member was requesting operational funding for an organization and this would open the Board to outside requests from other associations asking for the same support. The Chairman, Sue Fanelli asked the Program Manager to leave the room along with the VHC President so the Board could discuss the next steps. The Program Manager informed the Chairman she would need to keep notes during the Program Manager's absence. No notes were provided by the Chairman to cover the time of the Program Manager's absence.

Upon the Program Manager's return to the meeting, the Chairman, Sue Fannelli, indicated that the Board would allow another extension for Virginia Horse Council to rewrite the grant with a deadline of May 31<sup>st</sup>. The Chairman also indicated that the Program Manager and VDACS staff should assist the Virginia Horse Council in rewriting the grant. In the absence of notes, there is no indication of whether or not this was a Board vote.

#### The Effect of Dietary Protein on the Equine Hindgut Microbiome

This grant was written and submitted to the Board on March 28, 2019. After reviewing the grant, the Board was interested in considering it for funding but had questions on how the researchers were going to measure the microbiome. The Board moved, seconded and

unanimously approved to request more information from the researcher on how they intended to measure the microbiome.

The following grants were received as grant applications and after discussions the Board moved, seconded and unanimously approved to fund them as sponsorships:

4-H Horse Show - \$5,000

Rockbridge Regional Fair and Exposition - \$4,000

VQHA Queen Program - \$1,250

The following grants were received after the deadline and the Board moved, seconded and unanimously approved that the Board would keep with precedent and not consider grants received after the deadline.

Virginia FFA Horse Hippology Career Development Event

Virginia FFA Horse Evaluation Career Development Event

Virginia Forage and Grasslands Council Education Horse Events

VTA 2020 Calendar

### **Sponsorships**

#### **Down on the Farm 5K and Fun Run**

The Board received a sponsorship request from Agriculture in the Classroom to sponsor the Down on the Farm 5k. The Board moved, seconded and unanimously decided not to participate in the sponsorship of the race and instead pursue opportunities that would allow VHIB to increase equine presence in the classroom materials.

#### **FFA Equine Science Placement and Science Entrepreneurship Awards**

The Board moved, seconded and unanimously approved to support the FFA Awards for \$2,000.

#### **Equus Survival Trust SANA East**

The Board received a sponsorship request for the SANA East event in Herndon, VA in July of 2019. After discussion, the Board moved, seconded and unanimously decided not to sponsor the event. The Board has funded a grant for the event and their Virginia Bred program for this year.

#### **Flair Communications Contract**

The Program Manager informed the Board that the Flair Contract will expire in August of 2019. Since the Board is issuing an RFP for marketing strategic plan, it has been suggested by VDACS that VHIB request a six month extension from FLAIR to allow for the marketing strategic plan to be completed and to allow the Board to incorporate any suggestion made by the marketing plan into the new website RFP. The Board moved, seconded and unanimously approved offering FLAIR a six month extension on the existing contract.

### **Marketing RFP**

The Program Manager provided the Board a copy of the draft of the Marketing RFP for the marketing strategic plan. The Board has been asked to review the areas in red and send any suggested edits to the Program Manager. The marketing committee will meet in the next few weeks to discuss the RFP and finalize the language. The committee will consist of Rob Banner, Debbie Easter, Janie Ober, Heather Wheeler and Kelly Foltman.

### **Public Comment**

None

### **Next Meeting**

The next meeting of the board will be held on June 12, 2019.

### **Adjournment**

The meeting adjourned at 2:09 PM.

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