

Board Members Present:

Debbie Easter
Nancy Troutman
Kelly Foltman
Oliver Brown
John Wise
Suzanne Gonzales
Steve Escobar (Proxy for Virginia Horse Council)
Rob Banner

Board Members Absent:

Janie Ober
Beth Sheely

Guests/Staff:

Heather Wheeler, Program Manager

I. Call to Order – 10:104AM

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

II. Review of Minutes – September 20, 2021

Minutes from the meetings were reviewed.

K. Foltom motioned to approve the minutes from the September 20, 2021 meetings, O. Brown seconded the motion. The motion was unanimously approved.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

II. Financial Report

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

Coggins – cc 625 (Figures through October 31, 2021)

Beginning Balance 7/1/2021	\$359,330.06
Revenues YTD	\$41,653.03
Expenditures YTD	\$35,316.13
Cash Balance YTD	\$365,666.96
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$140,958.09

Feed Tonnage – cc 626 (Figures through October 31, 2021)

Beginning Balance 7/1/2021	\$955,359.02
Revenues YTD	\$1,592.05
Expenditures YTD	\$730.76
Cash Balance YTD	\$956,220.31
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$582,138.43

III. Old Business

A. Program Manager Updates

Heather Wheeler provided activity updates since the meeting in September. Those updates included: assisting grant applicants with Cycle 2 applications, communicating with Virginia horse organizations/associations about the new marketing grant program, attending the Virginia Horse Show Association's Show at the Virginia Horse Center to meet with volunteers, staff and show participants, communicating with the American Horse Council about their plans for a future economic impact study.

B. Commonwealth Dressage and Combined Training Association (CDCTA)– Cycle 1 Application

CDCTA submitted an application during Cycle 1 that the Board reviewed and had additional questions about. The Program Manager communicated with CDCTA to get clarification on the board's questions since the last meeting and provided CDCTA's responses to the Board. In addition, CDCTA has decided to decrease the original amount of the grant from \$5,000 to \$3,900. With the updates to the grant, the Board discussed the grant and decided to move forward with a new motion on the grant and to incorporate it into Cycle 2.

K. Foltman made a motion that the Board approve the grant for the full \$3,900 in Cycle 2. N. Troutman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

IV. New Business

A. FY22 Marketing Grant – Cycle 2

The Board received fifteen proposals during Cycle 2 and reviewed and discussed each one as follows:

Virginia 4-H State Championship Show

The Board reviewed and discussed the Virginia 4-H State Championship Show proposal requesting \$5,000 in funding. J. Wise made a motion that the Board approve the grant for the full \$5,000. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Virginia 4-H Education Teams

The Board reviewed and discussed the Virginia 4-H proposal requesting \$5,000 in funding to support the youth equine state educational teams in competing at the regional and national contests in 2022. K.F. made a motion that the Board approve the grant for the full \$5,000. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes

Foltman	Yes
Troutman	Yes

Good Hope Equestrian and Regenerative Farm, Inc

The Board reviewed and discussed the Good Hope Equestrian and Regenerative Farm’s New Beginning grant proposal requesting \$5,000 to support their marketing initiatives. J. Wise made a motion that the Board approve the grant for the full \$5,000. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Virginia Quarter Horse Association (VQHA)

The Board reviewed and discussed the VQHA proposal requesting \$5,000 in funding to support the VQHA Virginia Bred Incentive Futurity. J. Wise made a motion that the Board approve the grant for the full \$5,000. K. Foltman seconded the motion. S. Gonzales recused herself from the vote. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	RECUSED
Escobar	Yes
Foltman	Yes
Troutman	Yes

Virginia Region Pony Club

The Board reviewed and discussed the Virginia Region Pony Club’s proposal requesting \$4,975 in funding for event support. O. Brown made a motion that the Board approve the grant for the full \$4,975. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes

Escobar	Yes
Foltman	Yes
Troutman	Yes

Virginia FFA

The Board reviewed and discussed the FFA proposal requesting \$3,500 in funding for the Virginia FFA Horse Evaluation Career Development event. D. Wise made a motion that the Board approve the grant for the \$3,500. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Shenandoah Blue Ridge Appaloosa Association (SBRAA)

The Board reviewed and discussed the SBRAA proposal requesting \$2,085 in funding for membership and show support and promotion. K. Foltman made a motion that the Board approve the grant for \$2,085. S. Gonzales seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Scott County Regional Horse Association (SCRHA)

The Board reviewed and discussed the SCRHA proposal requesting \$5,000 in funding to support the SCRHA Sun Smart Program. O. Brown made a motion that the Board approve the grant for the full \$5,000. J. Wise seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes

Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Old Dominion Region Pony Club

The Board reviewed and discussed the Old Dominion Region Pony Club request for \$3,500 to support the 2022 USPC Equine Symposium and Convention. K. Foltoman motioned that the Board approve the grant in the full amount of \$3,500 and require the VHIB logo appear on all the bags being printed. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Hope's Legacy Equine Rescue

The Board reviewed and discussed the Hope's Legacy proposal requesting \$5,000 in funding for marketing efforts. J. Wise made a motion that the Board approve the grant for the full \$5,000. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Hayes Horse Haven

The Board reviewed and discussed the Hayes Horse Haven proposal requesting \$5,000 in funding for their Horses Helping People program. N. Troutman made a motion that the Board approve the grant for the full \$5,000. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Culpeper Battlefield Tours

The Board reviewed and discussed the Culpeper Battlefield Tours proposal requesting \$5,000 in funding to support the Brandyfield Station Battlefield Park Horseback Tours. J. Wise made a motion that the Board approve the grant for the full \$5,000 with funding to be spent on website design. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Brook Hill Retirement Center for Horses

The Board reviewed and discussed the Brook Hill proposal requesting \$5,000 in funding to support marketing efforts. K. Foltman made a motion that the Board approve the grant for the full \$5,000. J. Wise seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Battlefield Horse Show Association (BHSA) -

The Board reviewed and discussed the BHSA proposal requesting \$5,000 in funding to support the BHSA Classic Horse Show. O. Brown made a motion that the Board approve the grant for \$4,000 to support the show awards and request that the special awards included in the budget be explained. N. Troutman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

Battlefield Horse Show Association (BHSA) -

The Board reviewed and discussed the BHSA proposal requesting \$1700 in funding to support educational events. The Board discussed that grant and were concerned that there may not be a lot of interested based on the past two years of attendance at similar events. However, the Board was willing to support the project and will request attendance numbers to see if the project was successful. The Board would like to see these educational seminars videotaped in a manner that they could be included in an online library and the Board would be willing to provide additional support for that project. K. Foltman made a motion that the Board approve the grant for the full \$1,700. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

B. Grant Extensions

The Board reviewed grants from past cycles that had been granted extensions through 12.31.2021. Grants in the marketing and education categories had been extended due to the impacts of COVID in order to give grant recipients additional time to complete their projects. The Board decided to conclude these grants as most of them have

concluded and encourage the recipients to apply for a new grant under an upcoming cycle of the marketing grant program.

In the research category, the Board reviewed and discussed the outstanding grants that had been given extensions through 12.31.2021. The Board did not receive any requests for extensions from the project leads and have not received updates on the projects since late 2020/early 2021. The Board decided not to extend any of the grants and to notify Virginia Tech of their decision and ask them to provide invoices for all expenses to date by January 31, 2022. The Board will reimburse those expenses but will not reimburse any expenses incurred moving forward.

C. Marketing Grant – Cycle 3

The Program Manager provided the Board with the timeline for Cycle 3 of the Marketing Grant. Cycle 3 will open on January 4, 2022 and close on March 1, 2022. The Board will need to meet between March 15 and March 30 to review the applications. K. Foltman motioned to approve the Cycle 3 timeline. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

D. Horse World Expo

The Board received a sponsorship request from the Horse World Expo. The Horse World Expo will be hosted in Harrisonburg, PA March 3-6. VHIB has participated at this show as a sponsor and exhibitor in year’s past. After discussion, D. Easter motioned to approve the Horse World Expo sponsorship in the amount of \$1,500. K. Foltman seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

The Board also discussed identifying new items to use as giveaways at the VHIB exhibits. Suggestions included: lead ropes, buckets, hoof picks, sweat-scrapers, or

other items that could be used by equestrians. The Board would include the VHIB logo and contact information on each item.

E. Active Campaign

The Strategic Marketing Subcommittee identified Active Campaign as a platform to be used in conjunction with the VHIB website so that VHIB could increase marketing efforts and provide timely updates to the industry. Active Campaign provided a proposal in September that included a cost of \$9,240 for an annual subscription. However, Active Campaign provided a new proposal that increased the cost to \$15,000. The Board discussed the increase and were not willing to support the increase in cost. K. Foltman motioned for the Board to approve the original \$9,240 and for the Program Manager to engage with Active Campaign to attempt to get the price reduced back to the original proposal. O. Brown seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes
Foltman	Yes
Troutman	Yes

The Program Manager will work with Active Campaign to see if the costs can be reduced. If Active Campaign is unable to reduce the cost, the subcommittee will explore other platform options.

F. Economic Impact Study

At their July 23, 2021 meeting, the Board approved a set-aside of \$100,000 to participate in the American Horse Council’s 2022 Economic Impact Study of the Virginia Horse Industry. The American Horse Council has since decided to postpone the survey until 2023. The Board discussed moving forward with their own survey and issuing an RFP in 2022 for a contractor to conduct the survey. K. Foltman motioned that the Board redefine the \$100,000 set-aside from participation in the American Horse Council survey to an economic impact survey to be contracted by VHIB in 2022. R. Banner seconded the motion. The motion passed unanimously.

Banner	Yes
Easter	Yes
Brown	Yes
Wise	Yes
Gonzales	Yes
Escobar	Yes

Foltman	Yes
Troutman	Yes

The Board discussed whether or not the survey should include a horse population count and after discussion, decided that additional research should be done by reaching out to other states and seeing if they are conducting horse population studies and if so, what methods they are using to determine the number of horses in their state.

V. Public Comments

There were no public comments.

VI. Next Meeting

The next meeting of the Board will March 14, 2022 at the Department of Forestry in Charlottesville.

V. Adjourn

The committee adjourned the meeting at 2:03 PM.