

This was a meeting of the Strategic Marketing Committee.

Board Members Present:

Debbie Easter
Janie Ober
Robert Banner
Kelly Foltman

Guests/Staff:

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

I. Call to Order – 12:06 PM

II. Marketing Grant

The committee met to review and edit the grant documents as provided by the Program Manager. These documents included: the application and guidelines, proposed timeline for the grant cycles, and a marketing plan for announcing the grant program.

The purpose of this grant is to help equine associations, organization and events increase their visibility and marketing efforts. The committee will recommend that \$200,000 be set aside to fund the grant program for fiscal year 22. In addition, the grant will be offered over four cycles throughout the year or until funding is exhausted.

III. Public Comments

There were no public comments.

IV. Next Meeting

The next meeting of the subcommittee will be determined.

V. Adjourn

The committee adjourned the meeting at 2.05 PM.