

**FINAL MINUTES**  
**VIRGINIA HORSE INDUSTRY BOARD**  
Meadow Event Park, Doswell, VA  
Wednesday, September 28, 2016

**CALL TO ORDER**

The Horse Industry Board Meeting was called to order at 10:20 a.m. on Wednesday, September 28, 2016, at the Meadow Event Park in Doswell, Virginia by Chairman David Lands.

**BOARD MEMBERS PRESENT**

David Lands, Chairman  
Nancy Paschall, Vice-Chairman  
David Lamb  
Sue Alvis  
Alison Umberger  
Shayan Ghajar, designated proxy for Bridgett McIntosh, MARE Center  
Debbie Easter, designated proxy for Brooke Royster, VTA

**GUESTS / STAFF**

Heather Wheeler, Program Manager, VDACS

**APPROVE MINUTES OF LAST MEETING**

The minutes of the previous meeting (June 16, 2016) were approved with no needed amendments.

**FINANCIAL UPDATE**

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

**Coggins – cc 625 (Figures through August 2016)**

Beginning Balance 7/1/2016	\$268,793.44
Revenues YTD	\$21,928.17
Expenditures YTD	-\$21,286.74
Cash Balance YTD	\$269,434.87
Uncommitted Balance (Cash bal 7/1/16 + rev - budgeted)	\$167,671.44

**Feed Tonnage – cc 626 (Figures through August 2016)**

Beginning Balance 7/1/2016	\$232,863.49
Revenues YTD	\$0.00
Expenditures YTD	-\$39,396.65
Cash Balance YTD	\$193,466.84
Uncommitted Balance (Cash bal 7/1/16+ rev - budgeted)	\$59,592.06

2015 Horse Population Survey – There is \$38,000 remaining to be paid.

**OLD BUSINESS / UPDATES**

**Marketing Update - Shayan Ghajar, MARE Center**

Currently, the MARE Center is supporting VHIB through marketing and promotions. About 80% of the work hours were direct person-to-person interactions at VHIB-sponsored or mission-compatible events. 20% of work hours were logistical and included mailing promotional material, coordinating and planning events, and corresponding with VHIB members or partners.

The next needed step is to increase Facebook activity. Shayan Ghajar and Heather Wheeler are working to finalize plans for a photo contest to be run through the VHIB Facebook site.

The MARE Center will continue the marketing services for through October 31, 2016.

**Status of Virginia Racing – Debbie Easter, Virginia Thoroughbred Association**

Live harness racing has returned to Virginia. The Virginia Equine Alliance has spent \$800,000.00 fixing up the racing facility at the Shenandoah County Fairgrounds in Woodstock, Virginia. Five weekends of harness racing were scheduled through September and October. Racing weekends have been incorporated with fall festivals to include a Food Truck Festival, Hops and Hooves Festival, Wine and Trotter Festival and a Seafood Fest. Opening weekend was large and to date, Saturdays have been the strongest day of attendance.

The first Off the Track betting site will have a soft opening in Richmond on October 17<sup>th</sup>, 2016 with the grand opening on October 22<sup>nd</sup>, 2016. This site will be able to hold 125 people. A second site in Shockoe Bottom is scheduled to open at the end of October 2016.

The track and equestrian center plans for Morven Park in Leesburg, Virginia are currently with the zoning board. It is forecasted that the facilities would open in 2018.

## **Economic Impact Study**

The Board has received a draft of the Phase I report from Jim Ellis. David Lands has suggested that the Board Members review the draft report and identify any areas that need clarification or editing.

## **PATH Conference Grant**

Nancy Paschall presented a grant request to the Board for the Meeting of Researchers and Practitioners in Equine Assisted Activities and Therapies that will be held on November 2, 2016 prior to the start of the PATH Conference. The meeting will be attended by 30 individuals reaching across the equine therapeutic industry. Nancy Paschall requested \$3,092.00 in support from VHIB.

Nancy Paschall recused herself from the Board discussion and vote. It was moved, seconded and unanimously approved to provide \$3,092.00 in support to PATH.

## **Grant Extensions:**

There were no grants requesting extensions.

## **Emergency Grant Subcommittee:**

There have been no Emergency Grant Subcommittee Approvals since the last meeting on June 16, 2016.

## **NEW BUSINESS**

### **Marketing VHIB**

The Board discussed the purchase of VHIB t-shirts, polo shirts and long sleeved shirts to recognize those representing VHIB. The t-shirts will also be used for giveaways for the photo contest. It was moved, seconded and unanimously approved to spend up to \$2000.00 on the purchase of t-shirts, polo shirts and long sleeved shirts.

The Board discussed putting together grantee boxes for those individuals/associations receiving grants from VHIB. The grantee box would include items to be given away and displayed at events supported by VHIB grants.

The Board discussed developing an online directory of horse related services to be published on the VHIB website. In addition, VHIB will also investigate the creation of an event calendar on the website that would serve as a directory for equine related events. Heather Wheeler will work with Flair Communication to determine the capabilities of the website.

The Board will host a marketing strategic planning meeting before the next Board Meeting. A scheduling poll will be sent out to all Board Members to determine a date in early December.

## **Horse Protection Act**

The USDA has proposed amendments to the Horse Protection Act. The USDA has been holding public hearings and had an open forum online which allowed comments to be posted regarding the amendments. On August 29<sup>th</sup>, 2016 David Lands(VHIB), Nancy Paschall (VHIB), Heather Wheeler(VDACs), Sue Fanelli (VHC) met with Commissioner Sandra Adams, Deputy Commissioner Charles Green and State Veterinarian Charles Broaddus to discuss the possible negative impacts of the amendments on the Virginia horse industry. As a result of the meeting, Commissioner Sandra Adams drafted a letter to USDA Secretary Vilsack which was submitted through the USDA's online comment portal. To date, 8,200 comments have been submitted online through the portal.

## **VHIB Grants – Report Submission Dates**

It was proposed that the date for the interim grant reports be moved from March 4<sup>th</sup> to December 5<sup>th</sup> of the grant cycle. Grant recipients can request an extension if needed. It was moved, seconded and unanimously approved that beginning in the 2017-2018 grant cycle, the interim grant reports will be due on December 5<sup>th</sup>.

## **PATH International Conference, November 2-5, 2016**

VHIB will have a booth in the exhibit hall at the PATH International Conference in Williamsburg, VA. Board Members are encouraged to volunteer to help staff the booth and should contact Nancy Paschall. Heather Wheeler will be there on November 2<sup>nd</sup> to set up the booth.

## **Horse World Expo**

The Horse World Expo is being held in Maryland, January 20-22, 2017 and in Pennsylvania, March 2-5, 2017. The Board reviewed the information on booth costs and sponsorships. It was moved, seconded and unanimously approved that VHIB exhibit at both Horse World Expo locations and that VHIB has a budget of \$6,000.00 to cover all expenses associated with participating.

## **American Horse Council Economic Study of the Horse Industry**

The American Horse Council is preparing to update the Economic Impact Study of the Horse Industry in 2017. The most recent study documented the economic importance of the horse industry in eleven individual states and nationwide. It is projected that it will cost each individual state \$25,000 to have an independent state study completed. David Lands recommends that VHIB informally set aside \$25,000-\$30,000 for this study or do an annual set aside to cover this. Board Members were in agreement and they would like to get additional information before the next Board Meeting. The Board will revisit this in December and make a formal motion.

**Board Travel**

Effective July 1, 2016, VHIB Board members can be reimbursed for their travel while in official capacity of the VHIB. Board members seeking reimbursement must complete the travel form and the COV Substitute W-9.

**Other**

None

**Public Comment**

None

**Next Meeting**

The next meeting of the board will be Tuesday, December 13 at 10:00 AM at the Virginia Department of Forestry - Charlottesville, Virginia (subject to availability).

**Adjournment**

The meeting adjourned at 2:23 PM.

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