

DRAFT MINUTES
VIRGINIA HORSE INDUSTRY BOARD
Easter & Associates – Charlottesville, VA
Monday, July 24, 2017

CALL TO ORDER

The Horse Industry Board Meeting was called to order at 10:05 a.m. on Monday, July 24, 2017, at Easter & Associates in Charlottesville, VA by Chairman Nancy Paschall.

BOARD MEMBERS PRESENT

Nancy Paschall, Chairman
Alison Umberger, Vice Chairman
Debbie Easter
Janie Ober
Margaret McLaughlin, designated proxy for Jimmy Lee
Kim Funk – designated proxy for Harold McKenzie
Sue Alvis
Sue Fanelli
Nancy Troutman
Cathette Plumer, designated proxy for Mike Stoher

GUESTS / STAFF

Heather Wheeler, Program Manager, VDACS
Melissa Ball, Special Projects Manager, VDACS

APPROVE MINUTES OF LAST MEETING

The minutes of the previous meetings (April 24, 2017) were approved with amendments.

FINANCIAL UPDATE

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

Coggins – cc 625 (Figures through May 31, 2017)

Beginning Balance 7/1/2016	\$268,793.44
Revenues YTD	\$90,898.14
Expenditures YTD	-\$70,317.03
Cash Balance YTD	\$289,374.55
Uncommitted Balance (Cash bal 7/1/16 + rev - budgeted)	\$225,566.41

Feed Tonnage – cc 626 (Figures through May 31, 2017)

Beginning Balance 7/1/2016	\$232,863.49
Revenues YTD	\$155,501.26
Expenditures YTD	-\$119,943.65
Cash Balance YTD	\$268,421.10
Uncommitted Balance (Cash bal 7/1/16+ rev - budgeted)	\$227,578.75

OLD BUSINESS / UPDATES**Horse Population Study**

VHIB received Appendix B (Horse Data – weighted to represent those owned by all testing owners) and Appendix C (Horse Data – weighted to represent young horse and horses from untested owners) from Weldon Cooper. Weldon Cooper is currently working on completing the final report. Board Members have been asked to review the data provided in the two appendixes and send any comments or questions for Weldon Cooper to Heather Wheeler. Heather Wheeler will compile the questions and comments and provide them to Weldon Cooper for response. Nancy Paschall asked each Board Member to pay particular attention to their respective locality and their breed numbers.

American Horse Council Study

The American Horse Council (AHC) has launched the 2017 equine economic impact study across the country. In addition to the nationwide study, AHC will complete an economic impact study of Virginia. The AHC has extended the deadline to complete the survey to August 18, 2017. The final reports for the Economic Impact Study are expected in November/December of 2017.

Emergency Grant Subcommittee:

The Emergency Grant Subcommittee has not received any Emergency Grant request since the April 24, 2017 meeting.

NEW BUSINESS**Marketing VHIB**

Heather Wheeler provided an update on the marketing activities of VHIB since the last meeting in April of 2017. VHIB is continuing to gain likes and followers through Facebook. Heather Wheeler is working on a marketing concept for VHIB which would include videos made by horse associations, horse owners, mounted police squads, etc. that would demonstrate the equine

activities and types of horses across Virginia. She has reached out to several groups to make test videos to evaluate how they would work.

The Board Members were provided copies of the Strategic Marketing Plan that was developed by the Board at a meeting in December of 2016. The Board Members have been asked to review it and the Board decided that the marketing plan would be the key focus of the upcoming September 12, 2017 Board Meeting.

VHIB was given a free ad in the July edition of the Gallop Times being produced by the Richmond Times Dispatch. The Board discussed opportunities to be a part of the upcoming September edition of the Gallop Times. It was moved, seconded and unanimously approved that the Board would allocate \$2000 to advertise in the September 2017 issue to include the photo on the front page and a full page article that would be dedicated to covering VHIB's Showcase of Breeds at the State Fair. VHIB will also request 5000 copies of the magazine to be handed out at the Showcase of Breeds and at other VHIB events.

VHIB reviewed potential ad cost for participating in the 2018 Virginia Tourism Guide. The Board will consider participating in the online format after the September 2017 meeting which will focus on marketing.

International Marketing

As the quarantine facility at Dulles Airport continues to move forward, Heather Wheeler met with representatives of the International Marketing Division at the Virginia Department of Agriculture and Consumer Services (VDACS). International Marketing would like to begin preparing and assisting potential horse exporters in anticipation of the quarantine facility. Board Members were asked to begin identifying anyone that may be interested in exporting. Heather Wheeler will continue to meet with International Marketing as needed.

VHIB Showcase of Breeds – State Fair of Virginia

VHIB will continue to support the Showcase of Breeds at the State Fair of Virginia. Due to a Secretariat descendant occupying the paddock formerly used for the Showcase of Breeds, the State Fair will need to relocate the Showcase of Breeds. Heather Wheeler has requested a meeting with Glenn Martin of the State Fair to determine the new location and the paddock and barn setup for the new location. Once that has been determined, Heather Wheeler will begin confirming the participants for the ten days of the Showcase.

Virginia Horse Center Foundation Annual Report

VHIB received the Annual Report from the Virginia Horse Center Foundation for 2017 activities. The Board reviewed the report and indicated in future reports they would like to see the number of horses that attended events at the Horse Center, the number of shows that were hosted at the Horse Center and which states the participants come from.

Virginia Horse Festival Final Report

VHIB received the final report for their sponsorship of the Virginia Horse Festival in March of 2017. The Board reviewed the report.

VHIB Board Member Handbook

Heather Wheeler prepared a draft of a Board Member Handbook for the Board to review. The Handbook includes a brief history of VHIB, Articles from the Code of Virginia regarding the Horse Industry Board and its activities, VHIB grant information, a directory of the Board Members and other information pertaining to the Board. Board Members were asked to review the Handbook over the next few weeks and prepare comments and questions to be considered in finalizing the Handbook.

Flair Communications Contract Renewal

Flair Communications manages the VHIB website and the contract is up for renewal for fiscal year 18 (July 1, 2017 through June 30, 2018). The cost of the service is \$6100 annually, paid in quarterly installments of \$1525.00. It was moved, seconded and unanimously approved to renew the contract with Flair Communications for fiscal year 18.

Other

The Board decided that Debbie Easter, Sue Fanelli, Harold McKenzie and Janie Ober would serve to review Emergency Grants that are received during the next fiscal year.

Public Comment

None

Next Meeting

The next meeting of the board will be held on September 12, 2017 in Charlottesville, VA.

Adjournment

The meeting adjourned at 2:20 PM.

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