

Horse Industry Board Meeting
September 22, 2015
Virginia Department of Forestry, Charlottesville

I. CALL TO ORDER.

The Horse Industry Board Meeting was called to order at 10:02 a.m. on Tuesday, September 22, 2015, at the Virginia Department of Forestry in Charlottesville by Chairman David Lands. New Board members Nancy Troutman and Alison Umberger were welcomed and shared their backgrounds with VHIB members. Stephanie Agee and Melissa Ball from the Virginia Department of Agriculture and Consumer Services were also welcomed to the meeting.

PRESENT

David Lands, Chairman

Nancy Paschall, Vice-Chairman

Debbie Easter

Beryl Herzog, *designated proxy for the Virginia Horse Shows Association*

David Lamb

Bridgett McIntosh

Harold McKenzie

Ann Walker

New members:

Nancy Troutman

Alison Umberger

ABSENT

Brian Felts

GUESTS/STAFF

Jim Ellis, Director of Research, Center for Survey Research, Weldon Cooper Center,
University of Virginia

Stephanie Agee, Director of Marketing and Development, Virginia Department of
Agriculture & Consumer Services

Melissa Ball, Division of Marketing, Virginia Department of Agriculture
& Consumer Services

Andrea Heid, Program Manager, Virginia Department of Agriculture
& Consumer Services

II. APPROVE MINUTES OF LAST MEETING. The minutes of the previous meeting {June 9, 2015} were approved without change.

III.FINANCIAL UPDATE.

Ms. Heid reported on the finances for the end of fiscal year 2014-2015 for each fund. Income and revenue are listed as follows:

I.COGGINS TEST FUND

Cash Balance{6/30/14}	331,797.51
Total Revenues through 6/30/15	72,367.41
Total Expenses through 6/30/15	89,189.76
Cash Balance 6/30/15	314,975.16*

**{Includes return of indirect cost allocation monies of \$1,202.84 & 1 VRC payment of \$3,050.45}*

II.EQUINE FEED CHECKOFF FUND

Cash Balance{6/30/14}	153,087.80
Total Revenues through 6/30/15	158,212.23
Total Expenses{grants} through 6/30/15	117,643.24
Cash Balance 6/30/15	193,656.79

Outstanding expenses for the Coggins Test Fund, including the cost of the University of Virginia Equine Survey at \$126,459, equal \$127,900.60. Outstanding grant balances for the Equine Feed Checkoff Fund approximate \$125,907.

Updating both funds as of July 2015, the cash balance in the Coggins Test Fund is \$319,077.13 and, for the Equine Feed Checkoff Fund, the cash balance is \$193,964.79. The financial report was approved by the Board.

In "going off agenda," Andrea Heid announced that this was the last meeting that she would serve as the Virginia Horse Industry Board Program Manager. She has notified the Virginia Department of Agriculture and Consumer Services{VDACS} that she is retiring as of October 1st after 25 years of serving the Virginia horse industry. Ms. Heid added that there would be some related changes at VDACS and that Stephanie Agee, Director of Marketing and VDACS, would provide insight into these changes.

Ms. Agee emphasized that VDACS still wished to continue to support the horse industry by providing administrative services to the Horse Board including handling the finances, processing grants, and coordinating the logistics and planning of meetings. Ms. Agee stated that Melissa Ball, who coordinates the activities of all the commodity boards at VDACS, would temporarily take over these tasks. Ms. Agee added that a half-time position would be identified to eventually take on these tasks while the other half of that individual's time will be devoted to other responsibilities in the marketing division that are still being defined. This position should be filled by the end of the year. She further stated the promotion and marketing would now be the responsibility of the VHIB and that VDACS can no longer support positions fully devoted to one industry.

IV. OLD BUSINESS/UPDATES.

Update: Equine Survey. Jim Ellis, Director of Research at the Center for Survey Research at the University of Virginia's{UVA} Weldon Cooper Center, provided a brief update on the status of the equine survey UVA is conducting for the Virginia Horse Industry Board as previously approved. Mr. Ellis reported that all steps of Phase I are nearly completed and that report should be filed by October 15.

Phase II includes the draft survey questionnaire and cover letter. Board members offered comments and clarification on the questions as well as the cover letter. It was determined that Mr. Ellis will make the suggested changes and return the revised questionnaire and letter to Harold McKenzie and Chairman Lands. Once they have reviewed them, the materials will be prepared in the final format. The goal is to mail the first survey packets and launch the online survey by October 7.

It was discussed that both the Horse Board logo and the Virginia Horse Council logo should be on the letter, that the signature of both the chairman and the VHC president should be on the letter, and suggested that Horse Board letterhead and envelopes be used. It was also suggested that the University of Virginia logo be included on the letter.

Discussion also occurred concerning having veterinarians support and be involved with the survey. Harold McKenzie will pursue this with both the American Association of Equine Practitioners and the Virginia Veterinary Medical Association.

Chairman Lands added that he had recently attended the American Horse Council Issues Forum in Washington, DC, and had recommended to AHC staff that the Council should again undertake national economic impact studies and that states should pay towards the cost of the studies.

Major Accomplishments of the VHIB for 2014-2015. Ms. Heid had prepared a report on the VHIB's major accomplishments for 2014-2015 and reviewed some of the major achievements with the Board. It was suggested that highlights of the report be accentuated as bullet points and put up on the website.

Update: Status of Virginia Racing. Debbie Easter, executive director of the Virginia Thoroughbred Association and the Virginia Equine Alliance{VEA}, provided an update on the racing issue. Ms. Easter stated that as of July 1 advanced deposit wagering{ADW} funds which represents online wagers placed by Virginians on races around the country—are now coming to the VEA and will be distributed accordingly. The Virginia Horse Industry Board should start to receive quarterly checks from the VEA of approximately \$3,000 per month.

She added that October 24 will be a day of mixed flat and steeplechase racing at Great Meadow. Flat racing is being planned at Morven Park for next year. She also said that negotiations are on-going with Colonial Downs Racetrack.

Chairman Lands and the other Board members offered congratulations to Ms. Easter and the groups working to get live racing back in Virginia.

“Virginia Bred” Program. Ms. Heid provided a brief update on the “Virginia Bred” Program and stated that the following 11 associations have had their Letters of Intent approved by the VHIB “Virginia Bred” Committee and may submit applications for the 2016 program:

American Saddlebred Horse Association of Virginia, Commonwealth Dressage & Combined Training Association, International Hunter Futurity, Old Dominion Miniature Horse Club, Old Dominion Morgan Horse Association, Virginia Appaloosa Horse Club, Virginia Horse Shows Association, Virginia Paint Horse Club, Virginia Pony Breeders Association, Virginia Presidential Paso Fino Horse Association, and Virginia Quarter Horse Association.

The deadline for applications for 2016 and reports for 2015 is November 12, 2015.

Update on National Conventions. Nancy Paschall provided an update on the 2015 PATH International Conference being held in Cleveland. She stated that efforts have been initiated and materials forwarded to have a booth representing the Virginia Horse Industry Board at the 2015 meeting to promote next year’s conference in Virginia. She added that plans are moving forward for the 2016 PATH Conference which will be held in Williamsburg.

David Lands commented that the American Paint Horse Association{APHA} Convention is scheduled for February 2016 at the Richmond Omni Hotel. This is the first time the convention is taking place outside of Texas and there is a “push” to get more members interested in attending next year’s meeting.

V. NEW BUSINESS.

Virginia Horse Festival Proposal for 2016. Chairman Lands discussed the benefits of the recent sponsorship proposal submitted by Glenn Martin of Meadow Event Park for the Virginia Horse Industry Board to again be the title sponsor of the Festival. Benefits of the sponsorship were discussed including favorable visibility received from the Festival last year. It was moved and passed that the title sponsorship of the 2016 Virginia Horse Festival for the Virginia Horse Industry Board be approved at the \$5,000 proposed level with the defined benefits and promotions.

State Fair of Virginia. Ms. Heid has been working with the State Fair of Virginia and reported that 6 breeds of horses and their respective associations have been organized to participate in the 2015 State Fair of Virginia “Showcase of Breeds” which features different breeds of horses every day in the “Secretariat” paddock area. The following is a list of exhibiting clubs for this year’s State Fair “Showcase of Breeds:”

September 25-Virginia Paint Horse Club; September 28-Dreamcatchers Therapeutic Riding Program; September 29-Virginia Appaloosa Horse Club; September 30-Old Dominion Morgan Horse Association; October 1-Virginia Quarter Horse Association; and October 2-Mid-Atlantic Rocky Mountain Club.

Enabling Legislation for Commodity Boards. Melissa Ball commented that VDACS is working with the Virginia Farm Bureau and the Agribusiness Council on proposed legislation that would aim at clarifying various elements of legislation for commodity boards and making them consistent. Topics that may be included are what constitutes a quorum, board appointment terms, and board-related travel. Ms. Ball will update the Board at the next meeting on this topic.

Ms. Ball also mentioned that all grants run through the state system must now be posted on eVA. The effects of this are as of yet not known but could result in commodity boards receiving more grant proposals, particularly from out of state.

Chincoteague Pony Swim and Auction. Alison Umberger suggested that the Virginia Horse Industry Board consider being involved with promoting the Chincoteague Pony Swim and Auction in 2016.

Meeting with the Attorney General's Office. Nancy Paschall reported that she and other Virginia Horse Council Board members, together with representatives of the Virginia Farm Bureau, Virginia Farm Credit, the Virginia Cattlemen's Association, and the State Veterinarian's Office, recently met in the Office of the Virginia Attorney General to discuss issues concerning a new position that will focus on animal welfare. They were advised the focus of the position would be on dog fighting and cock fighting. Ms. Paschall believes the meeting emphasized that the agriculture industry would be monitoring actions undertaken relative to this new position.

At the conclusion of the meeting, Ms. Heid provided highlights of projects she accomplished working for the Virginia horse industry and Virginia Horse Industry Board over the past 25 years. She further commented that she has enjoyed working with all the Board members and members of the industry throughout that time.

Board members further discussed the ramifications of VDACS not providing a full-time position for the industry and the Board's having to identify and provide its own promotion and marketing services. Options discussed included awarding a short-term emergency grant for these services and also defining what is needed to provide input for a request for proposals(RFP) for these services in the long term; the RFP would be offered through the VDACS Procurement Department. A committee comprised of David Lands, Nancy Paschall, Harold McKenzie, Debbie Easter, Bridgett McIntosh, and Alison Umberger will pursue these options.

VI. PUBLIC COMMENT.

There was no public comment.

VII. SET NEXT MEETING DATE/SITE.

It was discussed and recommended that the next meeting of the Virginia Horse Industry Board be held in early December. Melissa Ball will work on those arrangements.

VIII. ADJOURNMENT.

There being no further business, Chairman Lands adjourned the meeting at 2:42 pm.

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