

**FINAL MINUTES**  
**VIRGINIA HORSE INDUSTRY BOARD**  
Department of Forestry – Charlottesville, VA  
Tuesday, September 12, 2017

**CALL TO ORDER**

The Horse Industry Board Meeting was called to order at 10:20 a.m. on Tuesday, September 12, 2017, at the Department of Forestry in Charlottesville, VA by Chairman Nancy Paschall.

After opening the meeting, Nancy Paschall acknowledged Champion Saddlery for its effort in supporting hurricane relief in Texas. Champion Saddlery served as a collection point and was able to collect and deliver four tractor trailer loads of supplies for the horses, pets and residents of Texas that were affected by the hurricane. Champion is currently working on filling the fifth trailer to be delivered to Texas.

**BOARD MEMBERS PRESENT**

Nancy Paschall, Chairman  
Alison Umberger, Vice Chairman  
Janie Ober  
Sue Alvis  
Sue Fanelli  
Nancy Troutman  
Cathette Plumer, designated proxy for Mike Stoher

**GUESTS / STAFF**

Heather Wheeler, Program Manager, VDACS

**APPROVE MINUTES OF LAST MEETING**

The minutes of the previous meetings (July 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 July 31, 2017)**

Beginning Balance 7/1/2017	\$290,028.17
Revenues YTD	\$22,873.60
Expenditures YTD	-\$701.22
Cash Balance YTD	\$312,200.99
Uncommitted Balance (Cash bal 7/1/16 + rev - budgeted)	\$222,501.60

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

Beginning Balance 7/1/2017	\$269,021.05
Revenues YTD	\$1,402.80
Expenditures YTD	-\$0.00
Cash Balance YTD	\$270,423.85
Uncommitted Balance (Cash bal 7/1/16+ rev - budgeted)	\$93,701.85

**OLD BUSINESS / UPDATES**

**Horse Population Study**

Weldon Cooper is currently working on completing the final report and is expecting to deliver the report the second week of October. Board Members will receive a copy of the final report once it has been delivered and have been asked to review the 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. The Board will discuss the final report and its release at the December 12<sup>th</sup> Board Meeting.

**American Horse Council Study**

The 2017 American Horse Council (AHC) Economic Impact Study has closed for responses as of September 4<sup>th</sup>. In addition to the nationwide study, AHC collected responses for the completion of an economic impact study of Virginia. AHC expects to release key points of data from the study in November/December. The state breakout survey results will be delivered following the initial release of data.

**Emergency Grant Subcommittee:**

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

**NEW BUSINESS**

**2018 Horse Festival/Parade of Breeds**

Heather Wheeler received to proposals from Glenn Martin at the Meadow Event Park pertaining to the 2018 Horse Festival to be held March 23<sup>rd</sup>-25<sup>th</sup>. In past years, VHIB has sponsored the event for \$5000. This year Glenn submitted an event sponsorship request for \$5000 plus a sponsorship request for the Parade of Breeds at the Festival for \$7500. After discussing the two sponsorship proposals, the Board moved, seconded and unanimously approved that the Board would allocate \$5000 for the sponsorship of the 2018 Virginia Horse Festival. While the Board

wants to support the Parade of Breeds, the Board will delay voting on the Parade of Breeds sponsorship until the December 12, 2017 meeting so it can clarify aspects of the sponsorship. Heather Wheeler will schedule a meeting with Glenn Martin after the State Fair has concluded.

### **Horse World Expo**

The Horse World Expo is being held in Maryland January 19-21, 2018 and in Pennsylvania March 1-4, 2018. VHIB participated last year in both Expo's as a sponsor and had an exhibit booth at both events. Heather Wheeler provided the information to the Board on the upcoming 2018 Expo's and provided the costs of participating in the 2017 Expo's. The Board moved, seconded and unanimously approved that the Board would allocate \$5000 for VHIB to participate in the 2018 Maryland and Pennsylvania Horse World Expo's – this amount covers the cost of sponsorship, booth space, travel and any expenses associated with participating in the event.

### **VHIB Showcase of Breeds – State Fair of Virginia**

VHIB will continue to support the Showcase of Breeds at the State Fair of Virginia. VHIB has been provided a space directly outside of the entrance to Young McDonald's farm. It is a smaller paddock area than in recent years however, it will still accommodate two horses. The space also includes a two stall barn for use by the horses in the paddock and for use as an exhibit area for the breed associations and VHIB.

### **VHIB Board Member Handbook**

Heather Wheeler prepared a draft of a Board Member Handbook that included the suggested changes provided by board members at the July 24, 2017 meeting. 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. After discussion, the Board suggests additional edits to be made. These edits will be incorporated into the Handbook for review at the December 12, 2017 meeting.

### **Strategic Marketing Plan – VHIB**

The Board reviewed the marketing documents created during the December 2016 Strategic Marketing Discussion Meeting including the Marketing Plan of Work for 2017-2018. In that plan, VHIB identifies developing an Online Service Directory to be housed on the VHIB website as a goal. Heather Wheeler will research existing databases to use as a reference and will develop categories for the database. Heather Wheeler will also meet with the website management firm to discuss the costs of creating and operating a database. The Board would also like to publicize success stories of VHIB grant program recipients. This will allow VHIB to promote the organizations and events of the recipients as well as the horse industry in Virginia. The Board discussed asking recipients to submit press releases, pictures, videos and links to their website during the grant cycle. The Board moved, seconded and unanimously approved that the Board would update the grant requirements for 2018 to include the submission of press releases, photos and videos by grant recipients. The Board also moved, seconded and unanimously

Approved January 9, 2018

approved the creation of an online application option for all VHIB grants allowing for one copy of the grant application to be emailed, faxed or mailed eliminating the 12 copy requirement. Another goal of the plan is to complete an economic analysis on the Virginia Horse Industry and that is currently being conducted through the American Horse Council. Another goal within the plan is to enact a targeted media campaign. The Board discussed the option of hosting a video contest through Facebook that would focus around the Virginia is for Horse Lover slogan.

**Public Comment**

None

**Next Meeting**

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

**Adjournment**

The meeting adjourned at 2:35 PM.

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