

Board Members Present:

This was a meeting of the marketing subcommittee:

Debbie Easter
Janie Ober
Kelly Foltman

Guests/Staff:

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

I. Call to Order – 10:05 AM

II. Marketing Grant Proposal

The subcommittee members discussed the marketing grant proposal that will be presented to the Board on June 23, 2021 for discussion. The subcommittee will present a proposal to the Board to host a marketing grant in FY22 that will consist of four cycles opening in August of 2021, October of 2021, January of 2022 and April of 2022. Applicants can apply for up to \$5,000 in funding for marketing projects and the subcommittee will propose setting aside \$200,000 initially for the program. That amount could be increased by the Board if needed. The subcommittee also reviewed and edited documents for the grant.

III. Economic Impact Survey

The subcommittee discussed participation in the American Horse Council Economic Impact report in 2022 with a Virginia specific study. The Board participated in this study in 2018 and would like to participate again. This study will cost the Board between \$20,000 and \$25,000 based upon early projections from the American Horse Council. And this cost falls well below the Equine Economic Impact Studies conducted by VHIB. The subcommittee will propose a budget set aside of \$100,000 to cover the cost of the study plus any costs incurred in printing and marketing the study.

IV. Venue Sponsorship

The subcommittee will recommend a set aside of \$100,000 to be used in sponsorship of the following venues: Morven Park, The Virginia Horse Center, H.I.T.S Culpeper and Upperville. This sponsorship would be offered each year but the entities awarded sponsorships would change each year.

V. Website and Marketing

The subcommittee will recommend \$100,000 as a budget for a revamp of the VHIB website and to procure an agency to handle the marketing for the Board. It will also be recommended that a subcommittee be established to work on this project.

VI. Public Comment

There was no public comment.

VII. Adjourn – 1:14pm