

Final Minutes  
Virginia Horse Industry Board  
March 14, 2022  
Virginia Department of Forestry, Charlottesville

**Board Members Present:**

Janie Shrader  
Kelly Foltman  
David Lands  
Oliver Brown (proxy for Virginia Horse Show Association)  
John Wise  
Steve Escobar  
Tommy Barron

**Board Members Absent:**

Debbie Easter (joined by phone)  
Rob Banner  
Beth Sheely  
Suzanne Gonzales

**Guests/Staff:**

Heather Wheeler, Program Manager

**I. Call to Order – 10:06AM**

The meeting was called to order and introductions were made for all those present.

**II. Review of Minutes – December 13, 2021 (Board Meeting) and February 25, 2022 (Marketing Subcommittee Meeting)**

Minutes from the December 13, 2022 Board Meeting were reviewed. O. Brown motioned to approve the meeting minutes with a correction made to the Call to Order time. Dr. Wise seconded the motion. The motion was unanimously approved.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes

Barron	Yes
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The Board reviewed the meeting minutes from the February 25, 2022 subcommittee meeting. O. Brown motioned to approve the minutes from the marketing subcommittee meeting, K. Foltman seconded the motion. The motion was unanimously approved.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

### III. Financial Report

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

#### **Coggins – cc 625 (Figures through December 31, 2021)**

Beginning Balance 7/1/2021	\$359,330.06
Revenues YTD	\$46,047.54
Expenditures YTD	\$35,513.16
Cash Balance YTD	\$369,864.44
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$143,852.60

#### **Feed Tonnage – cc 626 (Figures through December 31, 2021)**

Beginning Balance 7/1/2021	\$955,359.02
Revenues YTD	\$1,592.05
Expenditures YTD	\$1,086.68
Cash Balance YTD	\$955,864.39
Uncommitted Balance (Cash bal 7/1/20 + rev - budgeted)	\$487,354.37

### IV. Old Business

#### **A. Program Manager Updates**

Heather Wheeler provided activity updates since the meeting in December. Those updates included:

- Horse World Expo, Harrisburg, PA – March 3-6 – The Program Manager attended the Horse World Expo and setup and staffed an exhibit table for VHIB. For this year's Expo, the Program Manager reached out to various grant recipients and equine organizations and requested flyers and brochures for upcoming events and provided this information at the exhibit table. The information was well received by Expo attendees and served as a conversation starter for attendees to ask questions about the organizations and events. The

Program Manager is recommending that the Board continue to provide this type of information in an effort to promote the industry and has recommended the Board consider securing additional booths at future Expo's and inviting Virginia venues, event organizers, associations and organizations to attend the event to promote their activities.

- National Day – The Program Manager met with the team from National Day that organizes the National Day calendar, social media and website. The team is interested in featuring Virginia equines and horse enthusiasts in their National Day highlights on their website and social media.
- Marketing Grants – The Program Manager has continued to work with equine organizations and venues interested in applying for a marketing grant and has helped them understand the process, the application and offered editing assistance as well. The Program Manager has also continued to send emails to various equine organizations across the state to encourage them to apply.
- Virginia Tourism – The Program Manager met with a representative from Tourism to make them aware of the VHIB Marketing Grant and to learn about additional grant opportunities available from Tourism.
- Virginia State University – The Program Manager has met with VSU and has provided information to schedule an equine workshop through VSU's Small Farmer Outreach Program. The Board discussed the potential to partner with VSU on additional educational opportunities and to provide funding for future events.

#### B. Extension Requests

- a. **Virginia Tech** – At the December meeting, the Board had not received any requests for extensions for the outstanding projects with Virginia Tech so the Board decided to conclude the grants and to request all outstanding invoices from Virginia Tech by January 31, 2022. The Program Manager communicated the deadline to the Office of Sponsored Programs and the invoices were not provided until February 2, 2022 past the deadline. The invoices are missing some information and the Office of Sponsored Programs has not responded to requests for clarification as of March 14, 2022. The Board discussed the difficulties it has encountered with Virginia Tech in not receiving reports or invoices in a timely manner. J. Ober motioned that the Board terminate the relationship with Virginia Tech and not reimburse the invoices received after the deadline. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**b. Virginia Paint Horse Club –**

The Board received an application on September 3, 2021 in the first cycle from the Virginia Paint Horse Club requesting grant funds for their Color Classic Futurity Show's incentive fund. The Board approved the project at their September 20, 2021 meeting for the award period of October 1, 2021 through September 30, 2022. The Program Manager was contacted in January by the Project Lead about reimbursement at which time the Project Lead indicated she had applied for a show that had occurred on September 3 and 4 of 2021, before the Board had met. The Board cannot award projects retroactively so it was unable to reimburse the costs associated with that show. The award letter to the Virginia Paint Horse Club indicated the dates during which the funds could be used and this show was outside of that window. The Program Manager suggested to the Project Lead that she request an extension on the project so it could continue to cover the September 2022 show as intended by the Board. K. Foltman motioned that the Board grant the extension on the project through December 31, 2022. O. Brown seconded the motion. The motion passed unanimously. D. Lands abstained.

Ober	Yes
Foltman	Yes
Lands	Abstain
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**V. New Business**

**A. CYCLE 3 Grant Applications**

**a. Rainbow Therapeutic Riding – Advertising for Therapeutic Riding**

Rainbow Therapeutic Riding Center requested \$3,500 for advertising.

O.Brown made a motion that the Board approve the grant for the full \$3,500.

K. Foltman seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**b. Virginia Paint Horse Club – Futurity Awards**

The Virginia Paint Horse Club requested \$5,000 in grant funding for their Color Classic Futurity Awards. Funding will be used for the purchase of circuit awards. K. Foltman made a motion to approve the grant for the full \$5,000. O. Brown seconds. The motion massed unanimously. D. Lands abstained.

Ober	Yes
Foltman	Yes
Lands	Abstain
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

c. **Virginia Paint Horse Club Digital Marketing**

The Virginia Paint Horse Club requested \$3,000 in grant funding to increase their digital media presence. T. Barron motioned to approve the grant for the full \$3,000. S. Escobar seconded the motion. The motion massed unanimously. D. Lands abstained.

Ober	Yes
Foltman	Yes
Lands	Abstain
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

d. **Virginia Horse Council Website Upgrade**

The Virginia Horse Council requested \$5,000 in grant funding to redesign and upgrade their website. T. Barron motioned to approve the grant for the full \$5,000. K. Foltman seconded the motion. The motion passed unanimously. S. Escobar abstained.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Abstain
Wise	Yes
Brown	Yes
Barron	Yes

e. **Therapeutic Riding Association of Virginia Website Upgrade**

The Therapeutic Riding Association of Virginia requested \$5,000 in grant funding to redesign their website and make it ADA compliant. K. Foltman motioned to approve the grant for the full \$5,000. T. Barron seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Abstain
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

f. **Shenandoah Blue Ridge Appaloosa Association Awards Program**

Shenandoah Blue Ridge Appaloosa Association requested \$3,000 for their Show and Year-End awards. K. Foltman motioned to approve the grant for the full \$3,000. J. Wise seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

g. **Shenandoah Blue Ridge Appaloosa Association Event Support**

Shenandoah Blue Ridge Appaloosa Association requested \$2,000 for event support for their Appaloosa and All Breed Show. K. Foltman motioned to approve the grant for the full \$2,000. J. Wise seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

h. **Rainbow and Reawakenings for Thoroughbreds Horse Show**

Rainbow and Reawakenings requested \$3,000 in event support for their annual horse show. In reviewing the request, the Board identified \$1,343

in line items eligible for grant funding. O. Brown motioned to approve the \$1,343 in eligible line items. K. Foltman seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**i. Museum of Hounds and Hunting, North America Induction Ceremony**

The Museum of Hounds and Hunting, North America requested \$5,000 in grant funding for the Induction Ceremony on May 22. After discussion, the Board determined to fund the line items for printing and advertising for a total of \$4,000. K. Foltman motioned to approve the grant for \$4,000. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**j. Frying Pan Park Event Support**

Frying Pan Park requested \$5,000 in grant funding to support their Horse Expo. K. Foltman made a motion to fund the grant for the full \$5,000 but move the \$350 in the line item for pony rides to the line item for T-shirts. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

**k. Central Virginia Horse Show Association**

The Central Virginia Horse Show Association requested \$5,000 event support. O. Brown motioned to fund the full \$5,000 with \$1,500 going to website and graphic design and \$3,500 going towards show awards. K. Foltman seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

1. **Commonwealth Dressage and Combined Driving Association – Educational Video Project**

Commonwealth Dressage and Combined Driving Association requested \$4,550 in grant funding to support their educational video project. K. Foltman motioned to fund the grant in the full amount of \$4,550. S. Escobar seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

m. **Commonwealth Dressage and Combined Driving Association – Membership Drive**

Commonwealth Dressage and Combined Driving Association requested \$1,160 for support of their membership drive campaign. S. Escobar made a motion to approve the grant for the full \$1,160. K. Foltman seconded. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes



#### **B. Marketing Grant – Cycle 4**

The Program Manager provided the Board with the timeline for Cycle 4 of the Marketing Grant. Cycle 4 will open on April 1, 2022 and close on June 1, 2022. The Board will need to meet between June 15 and June 30 to review the applications. K. Foltman motioned to approve the Cycle 4 timeline and opening of the Cycle 4 application. S. Escobar seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

#### **C. Marketing Subcommittee Updates**

The Subcommittee provided updates to the Board on projects they have been working on. The first project discussed was the sponsorship of four venues (Virginia Horse Center, Morven Park, HITS Culpeper, Upperville). The Board had set aside \$100,000 to use in support of these four venues by providing \$25,000 in funding through a sponsorship. The deliverables expected from these venues include access to their email/ mailing lists, VHIB logos and recognition on the venue's website, social media, and printed materials, link to VHIB website. K. Foltman motioned that the Board provide \$25,000 in sponsorship to the venues with the deliverables to include access to the venues email/ mailing lists, VHIB's logo and recognition on all printed and digital media, and the venue provide a link to the VHIB website. O. Brown seconded the motion. The motion passed unanimously.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

The Subcommittee also discussed the possibility of having jumps created bearing the VHIB logo and website and having those at shows as an additional marketing tool. The Board discussed the jump option and will keep on their list of possibilities.

The Subcommittee also discussed changing the VHIB logo. T. Barron made a motion to have a professional marketing firm review the logo and make suggested

changes. K. Foltman seconded the motion. The motion passed unanimously. This logo redesign will be included as an item in the marketing/website RFP.

Ober	Yes
Foltman	Yes
Lands	Yes
Escobar	Yes
Wise	Yes
Brown	Yes
Barron	Yes

The Board would also like to work with Virginia Tourism to refresh the Virginia is for Horse Lovers logo with a new image of a horse – preferably an image that mirrors the new VHIB logo if a horse is included in the new logo.

**VI. Public Comment – None**

**VII. Next Meeting – June 27<sup>th</sup> in Warrenton**

**VIII. Adjournment – 2:05pm**