

Loudoun County Equine Alliance (LCEA) Annual Meeting – July 18, 2017

oard members attending were: Paula Beckett Bliss, Louise Cotulla, Kelly Foltman, Emily Houston, Stephanie Jennings, Michelle (Sheli) King, Janet Vandervart, and newly elected board member Christie Kimberlin. Marion Lee was excused.

The meeting began at 7:15 p.m.

Secretary: The minutes of the June meeting were discussed. Sheli had a minor correction and it was agreed that she would circulate her suggested edit to the Board via email for approval, at which point the minutes from the June 20th meeting would be approved.

Treasurer: Stephanie said that there was a balance of \$4428.15 in the LCEA account.

Membership: Sheli reported that we had a total of 96 members (47 Business and 39 Individual.) Emails were sent out to the 8 non-current business members, describing the activities and benefits of LCEA and encouraging them to renew. Sheli also described the membership drive that was launched to attain 100 members – our 100th member gets 1 year of free membership (if they join for 1 year, we make it 2; if they join for 2 years, we make it 3.) The Board discussed whether there was a need or benefit in creating a family membership and we decided there was not. When a couple joins and pays a single individual membership fee, they will simply be listed together on a single line of our membership roster and counted as a single member.

Election of Officers: The current slate of officers (Kelly – President, Sheli – VP, Marion – Secretary and Stephanie – Treasurer) were reelected.

Expo Venues: Kelly explained that she had been in contact with a family member of the owner of Stone Tower and she expressed an interest in exploring the winery as a venue for the Expo. They liked the idea of a March event and Kelly told them we were flexible on the day of the week. We had previously approved a budget of up to \$2,000 for rental of an expo venue and that would require them to reduce their normal rental fee which is \$650 an hour, so Kelly said she would talk to them about their flexibility. Christie brought up the idea of obtaining a few sponsors – perhaps 1 gold, 2 silver and 3 bronze. The Board thought this was a good idea, to be explored further once we had a sense of the costs involved in renting Stone Tower. We agreed that if we decided to seek sponsors, we would need to work out what they would get for their support. We also agreed that we needed to start publicizing the event early and develop a marketing strategy to attract more visitors.

Rural Roads/Drive Gently: Kelly is trying to set up an informal ad hoc coalition between LCEA, Bike Loudoun, USTR and some representatives of some area wineries and breweries to develop and procure signage for this initiative (with USTR to take the lead on procuring the signs.) Moving this initiative out of REDC and onto a group of concerned stakeholders seems like the most effective approach for moving it forward. Emily was recognized and thanked for the excellent article she wrote on the county's unpaved roads in Loudoun Now.

Conservation Coalition: There was no meeting held in July. The main focus is dealing with the revisions to the comprehensive plan, which is very generic and looking at possible alternatives. We discussed how as a group we could have input into the Plan and it was agreed that Emily would draft an LCEA position paper on the comprehensive plan to circulate to the Board for review.

TLAER Training with Marion duPont Scott: Janet will follow up with the presenter to try to move this project forward.

Catesby: On hold, nothing happening with equestrian access to the property.

Middleburg Training Track: Louise, Kelly and Stephanie met with the new owner, Chuck Kuhn. They are working with Virginia Equine Alliance (the racing group), improving the facility, including the footing and 3 of the barns. The plan is to

hold 8 races there. They are looking to expand the property and they asked us for our thoughts on what they can do there to serve the equestrian community and make the property economically viable.

Quarantine Station: This project is in limbo with the Airports Authority

Trails: There was no Parks meeting in July, but the Trail Summit is planned for September. Nothing is going on with Banshee Reeks/Evergreen Mills. Kelly walked the Franklin Park trail with several key people (KELLY – FEEL FREE TO INSERT NAMES) and is hopeful that progress is being made to preserve/improve the integrity of the equestrian trail.

The meeting was adjourned 9:30 pm

Next meeting August 15, 2017 9:15 a.m. in the Hoffman Classroom, Morven Park

Respectfully submitted by Michelle King for Marion Lee