**Loudoun County Equine Alliance (LCEA) Meeting – March 15, 2016**

**Draft**

Board members attending were: Dorothy Beach, Paula Beckett Bliss, Louise Cotulla, Kelly Foltman, Stephanie Jennings, Michelle (Sheli) King, Marion Lee, ~~Mary Terpak~~, Janet Vandervaart, and Terri Young. Laura Brinson of Cavalor attended as a guest.

The meeting began at 7:15 p.m.

**Secretary**: The minutes for January 19, 2016 were approved.

**Treasurer**: Stephanie reported that there was a balance of $1952.53 in the LCEA account.

**Membership**: Kelly reported that there were 33 individual members and 30 business members.

**Board Elections**: Stephanie reported that the three current board members (Stephanie, Louise, and Terri) were re-elected and that Emily Houston was elected also.

**LCEA Website**: Kelly presented a sample of the new business web page developed by Brad. Business members can be listed in three categories and pay an additional $10 for more categories. Non-members will be listed with only a phone number and a website address. Stephanie volunteered to enter all the businesses currently on our website and to validate the information for each. Brad is looking for additional expertise to integrate the LCEA website into Facebook. A maximum payment of $400 was approved for a consultant. A gift for Brad was discussed.

**Tri-state Tack Sale**: LCEA’s presence at the Tri-state Tack Sale on February 20 was judged a success.

**EMC/LCEA Talk**: The collaboration between EMC and LCEA on February 16 was well-attended and a great success. EMC is interested in having LCEA follow up on questions and perhaps plan another presentation.

**Loudoun Now**: Marion said that Loudoun Now had given LCEA permission to update the LN online event calendar and to also submit two events each week for the printed paper, choosing events that have the most appeal to the general public. She said she would provide the events for the newsprint.

**Membership Payment:** Stephanie said there was no way to require payment online unless there was a shopping cart. Kelly said there might be a way that would cost $25 a month.

**Annual Meeting and Expo**: Thursday, March 31, at the Otium Cellars winery. Kelly will speak from about 7:30 – 7:45, introduce the LCEA board members, and talk about the equine survey. She will write up what she’s going to say and send it to the Executive Committee for approval. Stephanie Kenyon, the new Morven Park director, will then give a short presentation. LCA currently has commitments for 17 tables and there is room for a maximum of 20. Janet said she would provide tent cards for exhibitors. Marion will sit at the entry table and sign in members and guests. There will be membership forms and free pens. Business members will be listed on a large board. Extracts from the Equine Survey will also be listed. Sheli discussed what food to provide and said she would find out what Kellie Boles will supply. A maximum of 100 atendees are expected. Janet and Terri will promote the Expo on various websites. Kelly said parking assistants were needed, as well as help setting up at 5 p.m.

The meeting was adjourned at approximately 9:30 p.m.

Respectfully submitted by Marion Lee