

LCEA Minutes February 18, 2020 – Telephone Conference

Board members participating were Kelly Foltman, ~~Louise Cotulla~~, Emily Houston, Stephanie Jennings, ~~Christie Kimberlin~~, Michelle (Sheli) King, Marion Lee, Reid O'Connor, and Janet Vandervaart.

The meeting began at approximately 7:06pm.

Approval of January minutes: January minutes will be voted on with February minutes.

Membership report: As per Sheli's email on 2/17 - LCEA has 70 current paid members (55 business and 15 individual). We have 6 memberships awaiting payment (1 individual and 5 business). All board members except Louise are current.

Treasurer report: Stephanie reported the current bank balance is \$12,385.82. There is an outstanding check to Loudoun County Fairgrounds for \$3,750. Once the check goes through the balance will be \$8,635.82. Sheli asked if LCEA has an invoice template formatted, and Stephanie said she would send it to Sheli.

LPAT/PROS update: No update

Aberdeen update: (also Liz Beer and Purcellville Arts Festival) The Purcellville Town Hall at which LCEA is presenting starts at 7pm on 2/25. It is open to the Public. Board decided against participating in the Purcellville Arts Festival as it but not really within the scope of LCEA's mission.

Oatlands update: Kelly had a meeting on 2/18 with Oatlands. On 2/29 at 2pm there will be a major trail walk with the other multiuser groups and the property maintenance men to map the trails and to identify a starting point for the trails that is near parking.

Horse Times article: Emily reported that the article was finished and was going to print on 2/20. Emily incorporated the Board's suggested changes. The magazine will be distributed next week. Emily volunteered to take Expo promotional materials to the places where she distributes the magazines. Stephanie said she would get the materials to Emily.

ZOR/comp plan and equine contribution: Kelly and Emily said they strongly believed LCEA should be involved. The Board agreed to focus our message on big picture ideas, and not specifically equestrian issues, including density and saving farm land. Board agreed it was important to voice LCEA's opinion independently but in unison with the Coalition. Kelly and Emily will meet separately to draft a position paper. The next Coalition meeting will be on Tuesday 2/25. Emily said she would update the Board following the meeting.

TLAER update: Stephanie reported she sent Janet the paperwork with W-9 and invoice for the VHIB. Janet will send it onwards. Stephanie said she will add the addresses of major Expo sponsors to the TLAER spreadsheet. Emily will use this to write thank you notes. Sheli sent an email to Animal Control and to Assistant Chief Williams to update them regarding the sponsorships LCEA had already received, and to tell them we were starting to process registrations. Sheli said Animal Control said they would like 6 spaces. Sheli asked if we had a firm commitment from Little Fork and Janet confirmed they want 4 spots. Kelly said we are good to tell Animal Control they can have the 6 spots. Sheli said there would hopefully be 4 or 5 signups from Loudoun Fire and Rescue. Stephanie has taken contact information from a few others who are interested, but not first responders. Janet asked who would be coordinating registration. Sheli suggested one person could coordinate operational and another could coordinate awareness registration. Sheli volunteered to handle operational and Reid volunteered to handle awareness. Board agreed any local first responders should have first preference, followed by non-local first responders and vets. Stephanie suggested setting up a Gmail account for the registration. Janet said she would set up the email the following day on 2/19. Sheli and Reid will talk and make a template for a thank you email. Janet said they have not yet reached out to Fauquier and Fairfax counties, but want to prioritize Loudoun. Once the operational portion is full, LCEA can offer those on the waitlist a place in awareness. Board agreed not to invoice attendees until we can confirm there is enough space for them to attend, and in which area.

Expo: Stephanie has designed a poster to be printed on glossy stock. In the past they have been printed in postcard size. Stephanie will order postcards from Vista Print and have them delivered to Emily to distribute along with *Horse Times*. Board approved the postcard format. Janet brought up the need to have TLAER brochures at Expo. Kelly asked if we want to do a TLAER postcard right now or if we should wait until after the Expo. Board agreed to wait until after the Expo. Kelly mentioned having a donations thermometer for TLAER at the Expo. Reid will order a dry-erase board thermometer. Stephanie reported that 58 tables are reserved so far. Board discussed who will get premier table placement. Board decided the LCEA table will be in the downstairs entrance. Stephanie suggested we do Facebook posts to thank our sponsors. Reid volunteered to do the posts and Stephanie said she would add a column in the spreadsheet with business websites. Board discussed assigning someone to remind people to pay for the tables. Emily and Sheli volunteered. Board discussed the need to make it clear to vendors that they have to pay two fees – membership and table. Kelly asked if we had any evergreen posters for the Expo. Stephanie said she will reach out to Christie to check. Kelly said that Heather from Horse Industry Board had asked to do some filming and interviews at the event. This was approved by the Board. Board discussed arrival time for the Expo. Stephanie said she will be there at 1pm and the first round of Board could be there at 1:45pm. Board decided members can take hour shifts at the front entrance. Marion and Emily will do registration and nametags. Board discussed the need to make clear to vendors that they do not receive wine tickets. Board agreed not to do the raffle this year. Marion asked about a paper map that shows the layout of the tables with vendor names. Sheli suggested we have a list of vendors. Kelly said we want to encourage people to visit all the vendors and not just pinpoint some. Board agreed to have a list of vendors without specific table locations.

Next Meetings:

March 17: Expo

April – November location Visit Loudoun conference room. 3rd Tuesday at 4pm-5:30pm