

Loudoun County Equine Alliance (LCEA) Meeting – August 20, 2019

The meeting began at approximately 9:40 a.m.

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

Approval of July minutes:

July minutes were approved

Membership report: Sheli

There was 1 new business member last month: NOVAWE. Board discussed the need to make the nonprofit membership option more visible.

Treasurer report: Stephanie

Current balance is \$2680.70. There was one membership deposit of \$48.25 last month. Account was debited \$82.65 to Sheli and \$35 to Reid for committee dinner. The balance is currently low because of all of last year's expenses. There are many membership renewals in November, so we can expect to see more income flow into the account then.

Emerald Ribbons/PROS update: Kelly

LPAT is the project's new name – Linear Parks and Trails. Subcommittee of Parks and Recs was formed to include Kelly and Jimmy O'Connor (current President of Friends of Banshee Reeks). Each of the groups that gave a presentation is represented with 1 member – (COLT), biking, walkers, conservation (PEC), Friends of the Blue Ridge, mountain bikers, and Potomac Heritage Trail. The Subcommittee is meeting every two weeks until the end of October. The goal is to have a plan in hand for the December 3 meeting of the Loudoun County Board of Supervisors. The group is working on a whole scope of work, comparing other counties and areas. The group is putting together what they want from a consultant. Sheli asked if the consultant was funded and Kelly said that they were not. They are pushing forward with some funding to start new projects such as volunteer trail openings where county already owns the trails (but overgrown). Initial projects may not include equines. Hopefully all this will come to fruition by December. Kelly is working with Dennis and Eric (mountain biking) and Glenn (hiker). They have met with the new admin for Oatlands. The group hiked about 3.5 miles (not including perimeter fields) and they are very interested in opening the area up. The group needs to have another meeting to fill in some loopholes and set a date to open the hike. Oatlands doesn't have large equipment for maintenance and wants the group/users to do all of the mowing. All they have is a small lawn tractor. Kelly and Janet sent the proposal for the trails to two different admins. At first bikers and walkers were opposed to fees as they are not used to them. Most state and federal parks require payment for access. Oatlands has \$50 and \$100 level memberships and it would be possible to just add trail access to each of the categories to encourage membership engagement. They could designate a parking area in one of the main fields and all users would sign in at the Carriage House. There is the opportunity for additional revenue to Oatlands

– maybe the possibility to move the Memorial Day ride to Oatlands if they received most of the profits. They could do evening rides with wine or historical rides. The group discussed adding plaques on the trails to highlight the history. Oatlands has done away with the tea room and has plans to put in a restaurant/have a food truck in the meantime. Oatlands is looking for ways to increase revenue. The trails at Oatlands could eventually connect with Banshee Reeks. Emily brought up the list of roads that VDOT plans to pave and said that the trails group should consult this list to make sure that the historic road on the property is not part of the paving initiative. There is the possibility for a Fall opening of the trails at Oatlands. Next meeting is scheduled for September 3.

Aberdeen property

Janet was to have the mapping completed that evening and Kelly said that the results were better than anticipated. The next town meeting is September 3 at 7pm. Rob Banner's new group has meet with Mayor Fraser a few times and is looking to become the only group the town works with on the conservation of the property. Rob is recommending that they not take the money from Aberdeen project to pay off town debt, but instead put it back towards the park.

By laws and 501 status review:

The Executive Committee met on August 1. Stephanie has typed up the application. Christie said it would better to send as a PDF vs a Word document. The Board still needs to obtain a conformed copy of the articles of incorporation. Sheli said she would take care of this. The conformed copy is the last step before the application can be submitted. Stephanie will collect all the copies of other documents needed for the application.

Conservation Coalition candidate forum: Emily

The coalition meeting was Tuesday, August 27. All parties involved want to know how the forum is going to work. A Committee has been established to condense the questions. As a co-sponsor LCEA is allowed to submit questions. Emily said she would email the Board after the meeting with an update. The Committee will want to make sure we are not all asking the same questions. LCEA needs to make sure that equestrian concerns are inserted into other questions. Board wants to put down trails as an equestrian need, however there are also other coalition members representing trails.

TLAER update

TLAER Subcommittee had their first meeting. The group decided to adjust the levels of sponsorships as some of them were a bit too high. Committee to follow up with email regarding the new levels. Possible grants still include the Virginia Horse Industry Board at \$5000, USEF and Loudoun Economic Development. Stephanie will involve Another Turn Tack (the location of our next meeting). Board decided that before the next meeting everyone can get there to shop between 6:00 and 7:00pm. Emily requested that Sophie (writer of article for *Horse Times*) ask Janet about the statistics for the TLAER sponsorship asks. The Subcommittee came up with a list of 25-30 potential donors. Kelly will send them

out as an email list. Once the subcommittee gets the sponsorship packages together, the names on the list will be allocated to individual Board members so as to avoid double and triple asks. The tag line for the event will be “Large Animal 911 – who ya gonna call?”

Shirts:

Board agreed about the importance of a look that is recognizable. Material and style can be chosen individually. Everyone should contact Mary directly to determine size. Board decided on Carolina Blue with a black logo – front right or left, wherever recommended, not filled in. All shirts should have a collar. The deadline to order is September 1. All shirts will be shipped to Sheli. Stephanie will copy the Board on an email to Mary to facilitate the ordering process.

***Horse Times* Ad and Article**

Board discussed the article and ads for *Horse Times*. The next issue is coming out the second week in September (Fall/Winter issue). The following ad will feature the feature the expo. Board agreed on a membership renewal ad to include the rates for the three groups (individual, business, and nonprofit). The feature article for LCEA will be about TLAER. The ad will also include a “Save the Date” for the Expo and TLAER. Board discussed whether the table fees should be listed in the ad and decided that they should be in the next issue. The article by Sophie on TLAER was to be finished by the end of that week (Sunday, August 22).

Next Meetings: September 17, 2019 – 7 pm. Another Turn Tack, 701 West Main St, Purcellville