

## LCEA Meeting Minutes - December 17, 2019

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~~.

The meeting began at approximately 6:41pm.

**Approval of November minutes:** November minutes approved with suggested changes

**Membership Report:** Sheli

LCEA ended 2019 with 117 members - 86 business and 31 individuals. 24 businesses already have paid for 2020, with 8 more on the way. Save Rural Loudoun has just joined. Kelly renewed her membership at the meeting. Stephanie will be taking over doing the member input into a spreadsheet. Christie and Sheli are working on membership cards to go out in January. Sheli has been sending confirmation emails to those who have paid. Board discussed the confusion with members submitting the online form without payment. Kelly recommended sending a follow-up email to let those who have only filled out the form know that the form is not payment and payment must be submitted via PayPal or check.

**Treasurer Report:** Stephanie

Current balance is \$6,658.64. \$5,000 of that is from Rural Economic Development. This includes the donation for the food for the Expo. LCEA is sending the 50% deposit for the Loudoun County Fair Grounds for the TLAER, which comes to \$3,750. Stephanie has the contract for the Fair Grounds and will forward it to the rest of the Board tomorrow. Additional security deposits will be needed if LCEA wants to secure additional areas. There is an extra \$200 security deposit required for the kitchen. Board needs to clarify the terms of the deposit to determine what areas will be included. Stephanie has a PA system and volunteered to let LCEA use it for the program.

**LPAT/ PROS Update:** Kelly

LPAT was presented to the outgoing Board of Supervisors and approved with unanimous consent, but the financials will have to go through the incoming Board of Supervisors. The groups are now looking at trails in current parks and seeing how they can become easily fitted to be multiuser. They are hoping to finalize purchase of extra property (107 acres) to be added to Franklin Park. This additional acreage will have multiuser trails. Loudoun Valley Trail has now been opened. Emily asked about surfaces that could be used for the trails. Kelly said they would be natural surface, and where needed they could use porous polymer which costs less to maintain than asphalt.

**Aberdeen Update:** Kelly

Kelly, Emily, and Sheli attended the meeting at the Town of Purcellville held by Rob Banner's group. LCEA's position on the property is just to advocate for multiuser trails. Not much is

required to make the trails usable, and between LCEA and USTR they can make it happen. Kelly said the only thing that needs to be altered is the gate to enable trailer access. After trails, the next phase of the property would be to possibly make it into a 3-day event course, but that is not within the scope of LCEA. If there is enough interest in the use of the property, they could make a "Friends of" group and apply for 501(c)3 status. Then that group would be in charge of building up the rest of the property. There could be a pad for temporary stalls and a competition ring. Emily asked how LCEA should keep up to date and continue to have a voice in the discussion. Kelly suggested that LCEA maintain a set position - we envision the equestrian development of the property in small steps, focusing on community accessibility, beginning with the trails. Emily asked about harvesting the trees for carbon credits. Kelly said that at a certain stage they harvest the trees because they stop absorbing as much carbon and then replant. She also mentioned that the property is already in conservation easement.

**Outlands Update:** Kelly

Kelly said that Janet represented LCEA for the Oatlands trail cleanup day. More than 25 people attended. All that is left is to continue to do a bit of raking and create the signage. Kelly said the opening time will be up to Oatlands. She mentioned it would be best to wait until it is not so wet, maybe Feb or early spring. It would be best to open to great fanfare when the trails won't be destroyed. Kelly reiterated that a trail tag system will be wrapped into their membership, but they will also do a trail tag for the day. According to Kelly, Oatlands is enthusiastic about the potential for food trucks and other vendors. High schools and community colleges are creating a track course on the property and will be doing some of the maintenance. Kelly mentioned that while there will be weekends reserved for certain sports, the idea is to have something for everyone.

**501 status update:** none

**TLAER update:** Kelly

Kelly confirmed the Fair Grounds are now reserved. Board agreed on the need to finalize a one-page flier and a registration form. Stephanie has the flier she made for Another Turn Tack and will send it to Christie for design. Stephanie has talked to Piedmont Equine and is sending them info on what it will cost for vets to attend. Kelly stressed that LCEA needs to know now from the VAEP vets on how many spaces they will take. LCEA also needs to confirm if the class will be approved for continuing education before it is advertised. Board discussed whether to encourage vets from MD to attend but agreed not to because of limited spaces. Kelly said the main thing will be to confirm the hours of continuing education granted. Christie asked about vets auditing, and Kelly said that vets can audit for continuing education hours but not certification. Participants will be asked to mark at what levels they are interested in participating, to include audit or hands-on. Board agreed that the first 15 vets to register will be accepted and the rest will go on to the waiting list. Janet and Sheli had a meeting with Fire and Rescue and confirmed that Animal Control holds the major responsibility for large animal rescue in Loudoun. Sheli said they will likely want to send five people to the course. Animal Control and the County will pay their way. Janet has advised that in exchange for their equipment, Little Fork wants four spots but will need scholarships. Board agreed that sponsors

should not have to designate their sponsorships to specific groups, but that they should go to first responders. Kelly suggested LCEA work with Animal Control on an equipment “wish list”. Sheli said LCEA will receive \$500 from VADA NOVA, and Kelly said she was hopeful for something from USTR. Sheli talked with Sheryl Williams at Morven Park who was enthusiastic. Board discussed adjusting sponsorship levels but agreed to leave them as listed as they are in the flier. Kelly encouraged everyone to look at the google doc and begin reaching out to potential sponsors. Board agreed that vet pharma companies would be a good fit for sponsorship.

**Expo Update:** Stephanie

17 tables have been reserved so far. Board agreed to celebrate donations for TLAER as they come in during the Expo, so as to increase visibility.

**Tuesday talk:**

Dr. Brown and Kelly have been in contact. He will be away in February so will have to do the talk in March. Board agreed to have Expo flyers to distribute at the talk. Kelly will do an intro for the event. LCEA will give \$250 to sponsor the food for that evening. Christie suggested LCEA put out a sign-up sheet for contact information to help capture more emails. LCEA Board agreed. Sheli will email Sharon and connect her with Stephanie. LCEA will also ask Sharon for their sign-up sheet at the end of the event.

**New Business:**

Emily said that Philomont Horse Show is no longer happening. The space could potentially be used for trailer parking at a trail head.

Emily said the *Horse Times* ads for 2020 will be \$300. Board agreed to have a feature story about TLAER.

Stephanie mentioned one of LCEA’s business members is a web designer. Board discussed offering membership in exchange for in-kind assistance with our website. Stephanie to get a quote on her rates.

**Next meetings:** 4pm on January 15 at Emily’s house