

LCEA Meeting Minutes - January 15, 2020

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.

Board members joining via phone: Janet Vandervaart

The meeting began at approximately 4:17pm.

Approval of December minutes: minutes approved

Membership report: As per Sheli's email on 1/13 - LCEA currently has 46 paid 2020 members (14 individual and 32 business), with an additional 8 more (1 individual and 7 business) that have sent in membership forms but have not yet submitted payment. Sheli finished sending out all 2020 membership cards to the paid members on 1/13 and was going to start on the payment reminders/guidance. The only Board member who was not current for 2020 is Louise. Sheli was going to send an email reminder to her that week.

Treasurer report: The current balance as of 1/15 was \$9,990.40. \$6,750 is earmarked for TLAER. LCEA received a \$600 donation from the Tri-State Riding Club. Stephanie reminded the Board that Emily will be sending out Thank You notes. Stephanie has made slips with LCEA tax ID, and Kelly will give Emily the letterhead.

LPAT/PROS update: asked about the trails around Hillsboro and Kelly said they were more like sidewalks that go along main street and over to the school. Emily said she thought it might be worthwhile to see if they could get them unpaved.

Emily said Rural Roads is working on a non-asphalt surface for the roads which could be used for the trails. They are working on developing a specific surface currently being trialed in in Frederick, MD. Kelly asked about maintenance and Emily said it hardly ever has to get graded. Emily said that the surface is the only approved unpaved road aggregate in PA, and VA has no specifications for uses of surfaces. Emily mentioned VDOT has a research council which has been looking into different surfaces. There are quarries not too far from Loudoun where they can source materials. Emily said there is a variation of the surface where they use asphalt milling ground to a powder as a binder. There is a producer for this in Prince William County. Emily stressed that manufacturers need to have a market for the product in order to produce or develop it. VDOT has allowed for a test run of 2 x 500 ft sections. Emily suggested that LCEA come up with a list of properties that make surfaces equestrian friendly. The Board decided important properties include: traction but give, permeable surface for drainage, no large rocks that could damage feet, small particle size but not slippery.

Aberdeen update: No updates since last meeting. Kelly suggested LCEA might want to appear in front of the Town of Purcellville to talk about how to make the property easily equestrian accessible. Kelly suggested LCEA do a quick presentation with a map and important points including that the trails would work in harmony with the tree planting. Board moves for vote to approve. Motion passes and Kelly will reach out to Mayor Fraser.

Visit from Denise Rowell from REDC: Denise from REDC presented information to the Board about the REDC's new after school program in partnership with the district PTA and 4-H. The program is an optional 6week class with each class devoted to a different farm animal. Denise said the program was successful and they have plans to start another series. Animals covered in the last course included sheep, alpaca, swine, cows, and chickens. Kelly asked if the animals were brought to school and Denise said they were not, and the class was more craft based. Denise said teachers of the program were encouraged to invite in specialists in each area to come to the classes. Children were encouraged to go out to farms and told about local farm tours. Denise said the age group runs from kindergarten to 5th Grade. The program is one hour, once a week. Denise said the program also provides supplemental income for teachers. Denise said that the 4-H doesn't have local equestrian programming, which is why REDC wants to involve LCEA. Denise asked the Board what topics they felt were important in equine education. Board agreed that veterinary science is a key topic. Denise said while there is a Pony Club, their curriculum is different and REDC needs a curriculum more specific to the program. Stephanie mentioned she has a contact at 4-H and will reach out to them to discuss developing curriculum. Denise said that for each program they need to create a workbook, an online syllabus, and a few 10-15 minute videos from a farm to show in class. Board Members present agreed that the program needs to be more hands on. Denise said the program had 12 students per class, and that since the 4-H doesn't start kids until 9 years of age the program was designed to reach a younger group. She said the curriculum is very flexible and intended to feed into 4-H. Kelly asked about how professional the videos were, and Denise said that most of them were filmed on smart phones. Denise asked LCEA to identify 5 areas of interest. She said that Carly and Kim at 4-H will ultimately put the program together based off of LCEA's recommendations. Kelly volunteered to talk about veterinary science. Board confirmed it would be possible to bring a pony to school. Denise showed Board Members the t-shirt for the program featuring the LCEA logo. Most of the funding for the program comes from \$100 donations from the business sponsors. Denise said that REDC really wants to make sure the equine industry is represented. The next step for LCEA will be to connect with Carly and Kim from 4-H. LCEA will send an email to Denise with the names of those willing to participate and they will set up dates and times. Kelly asked how the program was marketed. Denise said that a flier went out to all the PTA representatives to push it out through the schools. Denise mentioned that sometimes parents also volunteer. There are no hard copies of the flier – only digital. REDC had put together a list of local farmers they can invite to their class. The goal of the program is to develop ways to get agricultural education to work into the science curriculum. REDC is also working at the high school level for vocational training, with classes including nutrition and psychology. Denise said she will have Carly and Kim contact Kelly and Stephanie.

Oatlands update: Kelly said Oatlands had a couple additional trail maintenance days, including January 15. Kelly said she will get in touch with Glenn to see what else LCEA can do to facilitate. She said they are mainly working on the connections between the old road and the existing trails

in the woods. Kelly said that Oatlands likely wants to open the trails in April with a party. All of the groups involved in getting the trails opened would be named a sponsor. Janet asked about USTR having their Memorial Day ride at Oatlands. Kelly suggested that due to the timing and marketing deadlines it would probably not work this year.

Horse Times article: Janet has spoken with David who was going to talk to Rebecca for the TLAER article. Janet said she felt like the story was going to come together nicely. She will reach out with his final version for the Board to review before it goes to publication on February 15.

TLAER update: Kelly printed two copies of Janet's draft flier to sign up for the course. Kelly suggested adding the hours of the awareness portion to highlight that the event is open to a broader group. Board agreed that it is important to state specifically who can attend the occupational part. Janet suggested the sponsor language also be added to the application as well as to the website. Marion also brought up the prevention aspect of large animal rescue. Janet said she had spoken with Heather at Horse Industry Board and they are converting the grant application into a sponsorship request. Janet asked the Board if they felt asking for \$10,000 was too much and Board agreed it was not. Board agreed it is important to also state in the application that LCEA is sponsoring the development of a local rescue chapter and using extra funds to purchase equipment. Janet asked the Board to review the application, and was going to send it via email. Stephanie confirmed Another Turn Tack is giving a \$500 donation plus a \$250+ check from donations collected for TLAER. Tri State gave \$600 and VADA NOVA gave \$500. Emily will reach out to Loudoun Shelter Benefit for TLAER sponsorship.

Expo: Board agreed that premier tables should be assigned to sponsors of the Expo and not just purchasers of premier tables. Stephanie reported that as of 1/15 the only premier partner is Loudoun economic Development who donated \$5,000 to be used between the expo and TLAER. Another Turn Tack will be a premier sponsor and if Visit Loudoun does the wine they will also be premier. Stephanie was going to follow-up with Southern States to see if they will be a premier sponsor again this year. Stephanie reported that 27 tables were reserved and paid in full. Reid asked if the NSLM could be given a table again this year in exchange for hosting the Annual Meeting. Board approved. Janet suggested getting Double Tree farm involved in the Expo. Stephanie said Another Turn Tack has already paid for a table in addition to their sponsorship of TLAER.

Rural roads: Emily said that America's Routes (AR) is the beneficiary of the "Gravel Grinder" bike ride. She mentioned AR would have a table at the cycling event at Salamander. Emily said suggested a partnership between AR and LCEA to provide information on the history of the roads and the equestrian routes. Kelly suggested that equestrians be involved in the ride and Board discussed having the local hunts involved. Emily asked for ideas on how to increase our presence at this event, possibly having a table. Emily will get in touch with local hunts as Board agreed they might be a better fit for the event. Board discussed getting some sort of inclusion on the importance of multiuser trails and safe cycling alongside horses in the handbook for the event.

New Business:

Kelly suggested a trailer awareness night, possibly held at Another Turn Tack. LCEA could sponsor something small to raffle. USTR might be willing to partner.

Stephanie asked the Board to approve buying a table at the Tri-State Tack sale on February 8. Tables are \$10. Board voted in favor. Reid, Emily, and Stephanie volunteered to spend a few hours at the table. Stephanie said she would send out an email sign-up.

Next Meetings:

February 11, 6pm Tuesday Talk sponsored by LCEA

February 18, conference call at 7pm – call in details will be provided by Marion