

Loudoun County Equine Alliance (LCEA) Meeting – July 16, 2019

The meeting began at approximately 7:35 p.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.

Secretary: April Minutes approved.

Membership report: Sheli reported 116 members in total – 85 business members and 31 individual members.

Kelly suggested LCEA business members provide pictures and a few sentences of information to be posted on the LCEA Facebook page. This is based off of the profile concept used by the Virginia Horse Industry Board. The profiles and photos will be supplied by the businesses and not put together by LCEA. Janet suggested a membership drive to local business. Several Board members brought up the issue of business members not remembering they agreed to give a discount to LCEA members.

Treasurer report: Stephanie reported \$2,788.10 in the LCEA treasury. \$48.25 was added this past month and two payments, \$150 for the *Horse Times* article and \$19 for Constant Contact were paid this month.

LPAT (previously Emerald Ribbons)/PROS update: Kelly

Kelly discussed project name change from Emerald Ribbons to LPAT (Loudoun Linear Parks and Trails). There is no meeting in July, next meeting in August. They are hoping to have one member (at the most) from each of the groups that gave the presentation, with two members from Parks and Recs/outdoor space. They want 7 categories, including road bikes and 2 conversation groups (Loudoun Wildlife and PEC). Kelly to lead discussion on August 8. Parks and Recs supposed to be getting a consultant to help determine the best plan, to be paid for by Board of Supervisors. Next step of the plan needs to be determined by December. Emily suggested involving American Trails. Kelly potentially to represent Parks and Recs, and Chuck Hedges potentially to lead on equestrian front. Karen Jones offered to be the liaison for the Potomac Heritage Trail.

Aberdeen property: Kelly

Surveying meeting is scheduled for the 24th of July at 3:30pm. Janet, Stephanie and Kelly will be riding out. They will be accompanied by Erik (on bike) and Amy from Parks and Recs (maybe on an atv or bike). Janet will be doing the mapping. Kelly brought up the possibility of utilizing 20 acres or so in the property for Rob Banner's new carbon crediting company. Kelly put Rob in touch with Mayor Fraser.

Bylaws and 501 status review:

Updated bylaws were unanimously approved by all present.

Executive Committee has scheduled a meeting for 6pm on Thursday, August 1, to discuss applying for 501(c) status. The meeting will take place at Sheli's house and Reid will bring pizza.

Conservation Coalition candidate forum: Emily

The candidate forum, hosted by the League of Women Voters will take place on Thursday, Oct 3, from 6-9pm at the County Board Room. The debate will be broken down into policy areas. Coalition members (includes LCEA) can submit their question in advance. Moderators will go through questions ahead of time. Emily to find out the deadline for question submission. Board agreed our questions should cover both the Transition and Rural Policy Areas. Sheli suggested pulling our questions out of the white paper. Emily volunteered to go through the white paper and pull out the biggest points. LCEA has agreed to promote the forum on both social media and in our newsletter. Kelly asked about getting our logos on the materials that go out. Board discussed the fact that equestrian topics might not be brought up at all and that we should frame our equestrian questions as part of the bigger county concern. The next Coalition meeting is Tuesday, August 27 and more information about the forum should be expected then. Emily agreed to keep in touch with the forum organizer (Kathleen Hughes) and make certain we are kept abreast of plans and procedures.

TLAER update: Janet

Janet forwarded the memo to Board members with updates prior to the meeting. She has reconfirmed with both the fairgrounds and Rebecca about the dates. The difficulty is that the grant we are most likely to get will not be awarded until about two months before (VA Horse Industry grant). Emily asked about expectations for deposits. Janet referenced the attachments with respect to expenses: instructor is \$12,000 and fairgrounds \$7,100. Total funds needed are \$31,000. Janet emphasized the need to get local sponsorships and scholarships. USTR has funded first responders in the past and the Board wants to identify equestrian groups willing to fund a first responder. Marion suggested pursuing potential discounts for the fairgrounds fee. Janet said that while a discount was unlikely, she would ask for Monday for free. Janet emphasized the need for a concrete fundraising strategy. Next step is to get in writing the levels of sponsorship and targeted groups. Janet discussed prospective grants and sources of funding: Loudoun County Tourism Grant (no longer an option as it closed in March, but was not a likely ask), Loudoun County nonprofit grants (501c3), Virginia Horse Industry Board, Loudoun County Fire and Rescue (Sheli had talked to the County grant person, Janet says they have different funding sources – mini grant process), American Horse Council and Virginia Horse Council. US Equestrian Trust grant to open early 2020. They have said they will be back in touch soon with Sheli. Janet suggested Virginia Horse Industry Board is really the only viable grant, with a deadline in March. Kelly said Another Turn Tack maybe willing to be a sponsor. She also suggested they would be willing to have something at the front desk to ask people if they want a portion of their sales to support the event. Stephanie will follow up with Another Turn Tack. Janet said in order to cover the event costs we need 1 gold sponsor, 2 silver sponsors, 5 bronze sponsors, and 10 regular partners. Janet will write text and talking points for an ask. Board decided to use the Google Doc to assign individuals to perspective businesses with dollar amounts. Kelly suggested a graph with fundraising progress we could put on Facebook as well as a “donate now” button. Board agreed it was best to start by asking those who were already members. JK Moving was suggested as a specific prospect. A committee was established for the project to include: Kelly, Sheli, Emily, and Stephanie. The committee will meet Tuesday, August 6, at 6:30pm at Stephanie’s.

Expo recap:

Board discussed how much to charge for a table at the 2020 Expo. Ideas ranged between \$20 and \$50 and the consensus was that we should charge \$50. Tables will be assigned on a first-come first-serve basis. Board agreed that all Expo vendors must be a member in addition to paying the \$50 fee. Kelly moved to charge \$50 table fee in addition to membership, Stephanie seconded, and all present voted in favor. \$50 table fee was approved. Board discussed how to utilize the second room as some vendors last were unhappy with their placement. Emily brought up nonprofit members getting a discount for table. Board decided it would be first-come first-serve with those registering later put in the wine room. Kelly suggested the drawing could go underneath the stairs to draw people in. Stephanie brought up the requests for a map. Kelly said we want people to walk around and see everything and Sheli suggested we could give out a list of the vendors who are there. Board agreed there should be a poster upstairs with a list of vendors so people can take pictures. Emily emphasized the need make it clear to vendors that they don't get the free wine. Board agreed that we should not make announcements at the Expo but that we should be proactive about marketing the Annual Meeting and TLEAR. Board agreed we need to make sure the lights are on higher in the wine room and that LCEA should be in the stairwell in order to make room for more sponsor tables. Kelly suggested we needed to have at least additional two servers. Problems with vendors taking up the parking were discussed. Stephanie suggested we have them park at the other barn on the left-hand side. Board agreed we are going to need to hire people to direct traffic. Stephanie suggested we could involve high school kids. Kelly suggested if we reach out far enough in advance we could have them volunteer for community service hours. Emily volunteered to take the lead on getting volunteers.

Open Late: July 26

Emily will be present with America's Routes. Stephanie, Louise, and Marion will attend on behalf of LCEA. Reid will be there with the NSLM. Stephanie will get LCEA materials from Kelly for the table.

Next Meeting: August 20, 2019 – 9:30 am. Morven Park, Hoffman Classroom, 41580 Sunday Morning Lane, Leesburg, VA 20176