

LCEA Minutes - November 19, 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 9:42 am.

Membership report: Sheli

Sheli said there was one business prospect. LCEA has drafted a membership letter with the date of the Expo to be sent to business members via Constant Contact. March 17 is the date for Expo. Another Turn Tack and Southern States are committed to offering membership benefits again this year – specifics TBD. Board members who need to renew their membership are Kelly, Stephanie, Marion, and Louise. Christie will make new membership cards. However, the Board agreed to wait for Southern States, John Deere, and other partners to specify the membership benefits before the new cards and letters are sent.

Treasurer report: Stephanie

Current balance is \$760.91. Payments made in the past two months include \$1,000 to reserve the Expo space at Stone Tower, two payments of \$19 for Constant Contact, and \$100 for the new agricultural school. The payment for LCEA's IRS 501(c)6 application has now been processed.

Expo:

People are already contacting LCEA to sign up for the Expo. Facility rental contract for the Expo is \$2,059.58 this year. Stephanie has already set up a website with the date and signup form. The form includes required fields for membership and contact information, as well as a space for special requests. There is also a "click to join or renew business membership" link. Membership payments must be received in order to reserve a table. Board discussed whether or not to keep the same levels of sponsorship as last year. Premier sponsorships will also be given to those who give to TLAER at a certain level. The venue can only accommodate 6 sponsor tables, so likely only TLAER sponsors at \$2,500 and above can receive premier placement. LCEA may not know the TLAER sponsors by the time of the Expo. Board decided that premier tables should go to the highest sponsors whether Expo or other. Board discussed if REDC will underwrite the food again this year. Kelly will send Sheli the information for REDC contact. Sheli and Janet will coordinate ordering the food. Board discussed the limitations of the website and forms. Christie suggested investigating a change to ECWID for the website, as the shopping car preferences are more flexible.

LPAT/PROS update:

The scope of work for the project has been finished. The task list has been completed and is going to the BOS for December meeting. Kelly mentioned that this BOS cannot vote yes or no on allocating the money because of timing issues with terms. In the meantime, the group hopes to get consent to do things that do not require money. They will then go to new BOS for appropriation of funds. In the meantime, the group is looking at all current parks to see if they can be retrofitted for multiuse trails. Emily asked about the W&OD trail. Kelly mentioned it was rideable. Kelly suggested the Loudoun Valley trail could be immediately useful for horses if parking was added. There is the possibility of going south

to add a parking lot. Kelly said the trail could eventually stretch from Arcola in the South to Lindora in the North. Lindora (northern most parking area) is more feasible through current easement if riders can cross streams. The W&OD will be one of the main arteries.

Aberdeen property: No update

501(c)6 status review: No updates since November

TLAER update:

Kelly mentioned that TLAER was not yet on the 4- H calendar for the 4-H Fair Grounds. She is currently confirming dates with them. However, until there is a signed contract or money down LCEA is not likely to secure the dates on the calendar. The most LCEA can put down currently is \$2,500. Sheli has already started to ask Sheryl Williams and Southern States for sponsorships. Stephanie will resend the sponsor google doc. Reid will drop folders off at the Tack Box. Kelly has talked to Marion DuPont Scott. Sheli thinks LCEA might get a \$100 sponsorship out of VADA NOVA. All Board Members are asked to have another look at the sheet and add people to the list. The next *Horse Times* article is March 1. Board voted to pay a writer \$100 for a story about TLAER. Sheli has language to make a one-page flier to leave out for smaller partners. Sheli will send the text to Christie to make a flier. Emily volunteered to write handwritten Thank You's to committed sponsors. She will check on the google doc for updates.

Board agreed upon a cost of \$150 for 3-day auditing, or \$75 per day. This includes lunch and snacks. Board confirmed that people can audit the operation days.

Janet and Sheli will be meeting with the Assistant Sherriff in Purcellville on November 20.

New Business:

Tuesday Talks – LCEA has been asked to contribute a topic. Two out of the four talks already have set topics. One is alternative therapy and one is Pegasus therapy. Board discussed a possible TLAER teaser. Christie confirmed Total Equine will do an equine care certificate for their separate seminars. Board agreed to ask Dr. Brown (equine dentist) to discuss some of his emerging research at a Tuesday Talk. Sheli will call Sharon with March 10 as the preferred date.

Kelly asked Board members to think about timing and dates for 2020 meetings.

Next Meeting: Dec 17 at Marion's house – 6pm gathering, 7pm dinner