

LCEA Meeting Notes: March 16, 2021

Board members participating were Anna Connors, ~~Louise Cotulla~~, Kelly Foltman, Emily Houston, Stephanie Jennings, Michelle (Sheli) King, Marion Lee, ~~Jack McCormack~~, Reid O'Connor, and ~~Janet Vandervaart~~.

Guest participants: Jim Hillary, Sam Fisher, Virginia LaRocque

The meeting began at approximately 5:17pm

Approval of February minutes: Kelly said the Board would vote on February and March minutes at the April meeting.

Membership report: Sheli reported 17 individual and 20 business members: 30 members in total, and one more awaiting payment. Emily suggested Sam would like to join and that she used to be a business member. Stephanie said Sam was valid through the end of 2020. Kelly asked if Stephanie updates contact information when people fill the membership form out online. Stephanie said yes if they fill out the contact details on the form.

Treasurer report: Stephanie reported a balance of \$27,004. She said she has the IRS tax return ready to go. Stephanie asked if anyone wanted to see it before she sent. Marion thought it would be helpful for other members to see the budget worksheet. Stephanie said she has sent the access to the worksheet to the Board. Stephanie did a brief explanation of the budget and underlying fees.

Jim Hillary Extension: Jim introduced himself and suggested a possible collaboration on an education series at MARE center. He said they would like to use the center for more equestrian activities. LCEA Board members went around and introduced themselves. Jim said their main focus at the center is agricultural education and workforce development in Loudoun. He said he spoke with Kelly at the REDC meeting. He mentioned he would like to see the same time and energy put into equine education that is currently devoted to livestock education. He said he is working with VA Tech to bring more equine education to the county and to promote equestrian businesses. Jim said he met with staff at MARE Center after Kelly's presentation, and input from LCEA Board on programming would be helpful. Kelly suggested that the first and easiest program to do would be trailer safety and loading. She said it is particularly helpful for the novice community. She mentioned Sandy Arnold who is the Commonwealth 4H extension specialist for horses. Through her the program might be able to reach a youth audience. Jim said the MARE Center functions both as county and state organization to work with LCEA. Kelly said LCEA had talked to Another Turn Tack about a trailer safety program as there is an auto service place right next store, but this was postponed because of COVID-19. Kelly said suggested keeping the program at Another Turn Tack and using the MARE Center contacts to share the program. Stephanie suggested two separate seminars: one on how to load horses safely and another on

truck and trailer maintenance. Emily said she liked that idea because there were horses involved in the first but not the second. We could do the live-horse competent at MARE Center and the trailer maintenance at Another Turn. Kelly suggested to Jim that we partner for that part of the program. Kelly asked if they have horses and trailers at MARE Center and Jim said they have horses but only a livestock trailer. Kelly said LCEA could supply the horse trailers. Kelly suggested we take a poll and see what attendees would like to see. She suggested we ask Sandy Arnold for her ideas for youth engagement. Kelly said she would hope to hold the program before TLAER or alternatively announce during TLAER to get people in September. Emily asked if it would be a free or paid program. Jim said their preference is to have no fee or low fee. Kelly asked the Board's thoughts. She asked if 6-7 months was the right amount of time from now to plan a program with COVID-19. Emily said there is an unknown, but suspects there will be big demand. Kelly suggested holding it said after July 4. She said we would do the trailer maintenance first and the live-horse loading after. She asked about how much time in between was right. Jim said evening classes are best, and Mondays are good because we don't have to compete with other programs. Sheli suggested running the programs two weeks apart.

March membership drive: Kelly asked Reid to re-post on Facebook and say something like "two-weeks left". Stephanie said not to post Southern States flier so non-members cannot take the discount. Reid said she thought members had to be on a list to use the flier. Sheli said she believed people who presented the flier were checked against the list we provide. Emily confirmed the list is what matters. Reid confirmed it was okay to post flier.

Wander Magazine: Emily said the article refers to LCEA and there is a photo of Stephanie. She suggested an ad would provide additional support. She said it was \$325 for ¼ page. Stephanie asked which issue it would be and Emily said Spring/Summer. Emily reported that all 10,000 copies of the last issue were distributed and there was a high volume in Eastern-Loudoun locations. Kelly said she sees the benefit of the ad. Kelly and Emily both volunteered to pay \$100 each if the Board would agree to make up the difference of \$125. Kelly emphasized that we need to be careful with expenditures until after TLAER. Marion said she thought that was fine and it was kind of them to donate. Emily asked which ad the Board would like to feature. Kelly said she had no opinion. Emily said we could leave it to the designer – Board agreed. Kelly asked about the print-date. Emily said they were hoping to print by April 5. Stephanie confirmed she has the information to make a check payment. Kelly asked if the Board had seen final article.

Economic Development/Loudoun Farms update: Kelly said she had reached back out to Chris. They are getting some information from equestrian business and building the database. She said there is a link to the form for businesses that they can fill out directly on the equine page. Kelly asked the Board to pitch the opportunity to local businesses. Anna said she had been offering it to her customers and a few should be joining the page shortly.

LPAT/PROS update: Kelly said Design Workshop is giving a 50% presentation to their group on Thursday (March 18). They are on track to finish up by June. She said they have another survey coming up and there is still a bit of time for the current one. Kelly said they have had 500 responses as of last Thursday (March 11). Participants are asked to choose which picture they

think best represents their ideal trail network. The most popular was the most rural, followed by a natural path with a horse and bike. The least popular was urban. She said they had received no responses from people south of Route 7. She thinks that is because they do not currently feel the urgency, but she would like to get more information from this group. She said the highest response came from Eastern Loudoun, but that is also where there are the most people.

TLAER: Kelly said Janet needs to follow-up on the new contract.

Gravel Grinder tag on with equestrian: Emily and Kelly met with EX2 Adventures head, Andy Bacon. They said they are leaning towards partnering in 2022 with a run and a pleasure ride. It would be a Ribboned ride with lunch etc. Kelly said the best location to stage it would be at Oatlands and progress over to Banshee Reeks. She said the County may say no, but it could be really nice to showcase the two properties and linked trails potential. Emily said the company is very good with logistics. She said she had asked about Andy's timetable, and that by August they will know what they are doing in 2022. Kelly said the next step would be to introduce the group to Oatlands and Steve Torpey.

Meeting with Zoning on clusters: Kelly said she sent in her comments on March 16. She rounded out the clusters portion to elaborate on concerns. She emphasized the purpose of a structure and not just the aesthetic is important for classification, i.e. event barn vs livestock barn. She said they would add her comments to our other information. Kelly volunteered to reach out to Jason, a Loudoun County rep for REDC, to see if LCEA could do an input session. Stephanie asked Kelly if she felt it had been addressed enough. Kelly said they have had lots of input from REDC, but it might be helpful to have some specifically equestrian input. Emily asked if BMI specifically mentioned preserving equine uses. Emily suggested rounding out BMI on prime soils. Kelly said she would reach out and set something up. She will get some dates and get back to the Board. Emily asked if Kelly had the text we produced on-hand. Kelly said she would send it.

New Business:

- Reid brought up the Board and Officer elections. They had been moved to May last year because of COVID-19. Kelly said we had time and should look to the May meeting. The Elections Committee is made up of Sheli, Marion, and Reid. Reid said she would check the bylaws about voting. Kelly suggested we post on Facebook about Board members.
- Emily asked Reid about NSLM summer concerts. Reid said NSLM was hoping to do two concerts in late summer: July and August.

Next Meeting: May 18, 2021