

FINAL MINUTES
Virginia Cattle Industry Board
Wednesday, November 22, 2019 - Daleville, VA 24083

Members Present

Andy Smith	Bill Tucker
Perry Huffman	Richard Lloyd
Cecelia Moyer	Matthew Hill
Paige Pratt	Steve Furrow
Jared Burner	Buddy Shelton

Members Absent

David Coleman

Others

Willie Morris, Program Liaison
Melissa Ball, VDACS
Megan Seibel, VT

Chairman Andy Smith called the meeting to order at 9:15 AM.

Steve Furrow moved to approve the minutes of the previous meeting held September 11 & 12, 2019; Richard Lloyd seconded the motion, and the motion was approved.

Richard Lloyd moved to approve the minutes of the informational session held 10/21/19 in Radiant, VA; Steve Furrow seconded the motion, and the motion was approved.

Jared Burner gave the treasurer's report for the current Fiscal Year:

Cash Balance 6/30/2019	\$134,069.55
Revenues through 10/31/19	\$76,493.29 (\$76,024 in collections, \$908.79 in interest)
Expenditures through 10/31/19	\$6,703.18
Cash Balance 10/31/19	\$204,299.16

* Projections are that collections will be approximately \$250,000 annually.

Richard Lloyd moved to accept and file the treasurer's report, the motion was seconded by Steve Furrow and the motion carried.

Megan M. Seibel, Director of the VALOR Program at Virginia Tech, facilitated a strategic planning session. The goals of the session were to (i) help define a mission, vision, or purpose, (ii) establish guidelines for the use of funds, and (iii) create committees and action plans, as necessary.

Following are notes from the S.W.O.T. Analysis

Strengths

- Defined boundaries of work
- Direction from the Code of Virginia
- Diversity within the Board, allows us to look at the entire production chain
- We have the opportunity to promote live cattle and beef
- Flexibility for use of funds (in comparison to the National Checkoff Program)

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Weaknesses

- Limited Funding
- Staff / Administrative Time – Compensation
- Collection enforcement
- Marketing vs branding: Enhance market opportunities or create a brand for VA Cattle
- It's a challenge to start the board and its programs from scratch
- Timeline for action is ticking – five year sunset
- This Board needs to clearly demonstrate to the industry how funds are used
- Lack of communication between beef producers and the Board
- No track record yet
- Limited accountability options (tax collection).

Opportunities

- Communications
- Create marketing plan
- Work with other organizations
- Reach influencers – dietitians, bloggers, retailers
- Create something that will make a lasting impact
- Matching grants / cooperation with other programs / Leveraging funds
- Educate, protect & grow the industry
- Work with other groups to stretch the dollar
- Impact Virginia cattle producers where others cannot
- To do that which the Checkoff cannot
- Applied research from anywhere
- Environmental Extremes – Diversity within the state
- Market analysis
- Market & Brand VA Cattle
- Increase producer margins in the long run
- Leveraging resources (human, financial, environmental, legislative, etc)

Threats

- Producers can't support assessment if they don't know how the money is being spent.
- Negative public perceptions of beef
- Accountability / transparency
- Political climate
- Geographic differences
- Sunset clause
- Sharing the story
- Labor, minimum wage, education, future challenges
- Board needs to be forward thinking

VISION- Big Picture:

Responsible for promotion and economic development in support of Virginia Cattle Industry

MISSION:

To serve the Virginia cattle industry through opportunities in Education, Market Development, Promotion, Research, and Youth Development.

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In an effort to serve this mission, the Board has established a grant program (detailed in the Board's updated handbook dated December 2019) that clarify the following items:

* Note that the FY 21 round of funding is a scaled back or mini-grant process.

Funding Opportunity Description

The Virginia Cattle Industry Board will award grants that are cattle industry focused (live animal and/or end-product based) in the areas of Education, Market Development, Promotion, Research, Youth Development.

Education: Funded proposals will focus on cattle industry related education of producers, consumers, influencers, and/or youth.

Market Development: Funded proposals will address potential new and expanded market opportunities.

Promotion: Funded proposals will promote Virginia cattle and beef.

Research: Applied research proposals will address enhanced practices for net profitability.

Youth Development: Funded proposals will be regional or statewide in scope and have a strong educational component.

Award Information

Maximum award amount is \$10,000 per projects.

The Board anticipates funding approximately \$50,000 in FY 21 for a term of one year (July 1, 2020 – June 30, 2021).

Review Criteria -

- Project Purpose (20 points)
- Measurable Outcomes (20 points)
- Project Plan (30 points)
- Budget (15 points)
- External Support (15 points)

The board established the following timeline for the first round of mini-grants:

January 15, 2020 – VCA Newspaper Ad (announcement ready for submission to eVA, VCA, and other sources to include basic parameters of dates, contact info for Willie Morris, board members and regions, state assessment language, new logo)

March 1, 2020 – Applications Open

April 30, 2020 – Deadline for proposals

May, 2020 – Board Funding meeting

June 15, 2020 – Notice of Award

The board will hold board the next meetings in Daleville January & February on the 3rd Friday of each month (January 17 and February 21 of 2020).

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The board will place an ad in the January 15, 2020 Virginia Cattlemen's paper that will list all board members and the county in which they are located. It will give a brief write-up regarding the grant availability, deadlines, and priority areas. Contact information for more information will be provided.

Cecilia Moyer made a motion to have a logo created. This was seconded by Perry Huffman and it was approved unanimously.

Steve Furrow made a motion that Paige Pratt work with Elizabeth Nixon to create a logo for the VCIB, not to exceed \$500. Richard Lloyd seconded the motion and it was approved unanimously.

Andy Smith declared the public comment period open. No public comment was made. Public comment period closed.

The meeting adjourned at 5:00 PM.