

Virginia Cattle Industry Board
Final Meeting Minutes
Thursday, February 4, 2021
WebEx

This meeting was held electronically via WebEx on Thursday, February 4, 2021 during the Governor's declared state of emergency due to the COVID-19 pandemic making it unsafe for the public body to assemble in a single location.

The link to view the recording online:

<https://covaconf.webex.com/recordingservice/sites/covaconf/recording/playback/b404637789bd41f4981a9c661abale96>

Password: Cattle21

Board Members Present:

Matthew Hill
Paige Pratt
Bill Tucker
Jared Burner
Richard Lloyd
Buddy Shelton
Steve Furrow
Cecilia Moyer
David Coleman
Perry Huffman

Others Present: Melissa Ball, Willie Morris, Rob Davenport

I. Call to Order 6:00 PM

II. Minutes

A motion was made to approve the minutes of the December 8, 2020 meeting by R. Lloyd and D. Coleman seconded the motion. The motion passed unanimously.

Roll Call

Hill	Yes
Pratt	No Vote
Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	Yes
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	Yes

III. Financial Report-

Cash Balance:	July 1, 2020	\$463,917.45
Receipts through:	January 1, 2021	\$158,736.19

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Interest through:	January 1, 2021	\$1,321.54
Total Balance:	January 1, 2021	\$623,975.18

Committed / Unpaid

	Grants	January 1, 2021	\$119,345.09
	Administration	January 1, 2021	\$27,250.00

Funds Available for Allocation	\$477,380.09
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A motion was made by D. Coleman to approve the financial report as presented. It was seconded by M. Hill and the motion was approved unanimously.

IV. Old Business

- a. The website information is to be delivered to the designer by mid-February with a suggested deadline of March. P. Pratt was appointed point person to help the designer.
- b. J. Burner is going to provide Richard with information on individual contributions regarding payments from his time as Treasurer.
- c. As of February 28, 2021, W. Morris will no longer be the board liaison. A new person will be appointed to take his place. Bill, Matthew and Richard will be looking into budgetary possibilities with the new liaison.

V. New Business

- a. Second Round of Grant Funding

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORGANIZATION	TYPE	AMOUNT
21B-1	Virginia Master Cattleman Producer Education Program	Abingdon Feeder Cattle Assoc.	Education	\$3,500.00
21B-2	CVCA's Feeder Calf Marketing Outreach	Central VA Cattlemen's Assoc.	Market Development	\$19,400.00
21B-3	Southwest Virginia Forage Research Program	Washington Co. Extension Office	Research	\$6,400.00
21B-4	Virginia Women in Agriculture: Hands On Cattle Training	Virginia Cooperative Extension	Education	\$8,648.52
21B-5	Assessment of Opportunities to Enhance Virginia Cattle Through Genetics and Marketing	Virginia Tech	Research	\$7,122.50
21B-6	Engaging and Promoting the Virginia Cattle Producer	Virginia Cattlemen's Assoc.	Education	\$25,000.00

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21B-7	Expanding Beef Processing Capacity in Virginia	Virginia Tech	Research	\$29,785.00
21B-8	Expanding Artificial Insemination in Far Southwest Virginia	Lee County Livestock Assoc.	Education	\$6,182.60
				\$ 106,038.62

- b. 21-B1 P. Pratt moved to fund \$3,500 to Virginia Master Cattlemen Producer Education Program, M. Hill seconded the motion. The motion was approved unanimously.

Hill	Yes
Pratt	Yes
Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	No Vote
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	No Vote

- c. 21-B3 The board unanimously approved **tabling** the Southwest Virginia Forage Research Program. The board would like to invite Phil Blevins to the next board meeting to discuss the grant in further detail.

- d. 21-B4 D. Coleman moved to fund \$8148.52, with a decrease in the proposed budget of \$1000 to bring cattle to the event to \$500, to the Virginia Women in Agriculture Hands-On Training. B. Tucker seconded the motion. The motion was approved unanimously.

Hill	Yes
Pratt	Yes
Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	No Vote
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	No Vote

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- e. 21-B7 B. Tucker moved to fund \$29,785.00 to support expanding beef processing capacity in Virginia, P. Pratt seconded the motion. The motion was approved unanimously.

Hill	Yes
Pratt	Yes
Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	No Vote
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	No Vote

- f. 21-B6 B. Tucker moved to fund \$22,000 with amendments to the grant including support at the level of \$12,000 for personnel, \$8,000 for speakers and \$2,000 for other advertising and website (not promotional items), to support engaging and promoting the Virginia Cattle P, D. Coleman seconded the motion. The motion was approved unanimously. P. Pratt abstained from voting

Hill	Yes
Pratt	Abstain
Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	No Vote
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	No Vote

- g. 21-B8 The board unanimously approved **tabling** the Expanding Artificial Insemination in Far Southwest Virginia. The board asked S. Furrow to reach out to the proposal authors to discuss the grant in further detail.

- h. 21-B5 S. Furrow moved to fund to support Assessment of Opportunities to Enhance Virginia Cattle Through Genetics and Marketing, D. Coleman seconded the motion. The motion was approved unanimously.

Hill	Yes
Pratt	Yes

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Tucker	Yes
Burner	Yes
Lloyd	Yes
Shelton	No Vote
Furrow	Yes
Moyer	Yes
Coleman	Yes
Huffman	Yes

- i. 21-B2 *The board unanimously approved **tabling** the Central Virginia Cattlemen’s Association Virginia Cattle Industry Board Grant Proposal. The board asked R. Lloyd to reach out to CVCA leadership to gather more information regarding the request.*

Summary of funded proposals:

No.	TITLE	ORGANIZATION	TYPE	Requested	Funded
21B-1	Virginia Master Cattleman Producer Education Program	Abingdon Feeder Cattle Assoc.	Education	\$3,500.00	\$3,500.00
21B-4	Virginia Women in Agriculture: Hands On Cattle Training	Virginia Cooperative Extension	Education	\$8,648.52	\$8,148.52
21B-5	Assessment of Opportunities to Enhance Virginia Cattle Through Genetics and Marketing	Virginia Tech	Research	\$7,122.50	\$7,122.50
21B-6	Engaging and Promoting the Virginia Cattle Producer	Virginia Cattlemen’s Assoc.	Education	\$25,000.00	\$22,000.00
21B-7	Expanding Beef Processing Capacity in Virginia	Virginia Tech	Research	\$29,785.00	\$29,785.00
				\$74,056.02	\$70,556.02

Summary of tabled proposals:

No.	TITLE	ORGANIZATION	TYPE	Requested
21B-2	CVCA's Feeder Calf Marketing Outreach	Central VA Cattlemen's Assoc.	Market Development	\$19,400.00
21B-8	Expanding Artificial Insemination in Far Southwest Virginia	Lee County Livestock Assoc.	Education	\$6,182.60
21B-3	Southwest Virginia Forage Research Program	Washington Co. Extension Office	Research	\$6,400.00
				\$31,982.60

- b. The board asked staff to determine if the board could put forth a resolution for consideration.

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VI. Public Comment: None

VII. Adjourn: Andy Smith declared the meeting adjourned at 8:20 PM.