

FINAL MINUTES
Virginia Cattle Industry Board
March 28, 2019
110 Shenandoah Ave NW - Roanoke, VA 24016

Board Members Present

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

Board Members Absent

Andy Smith

Others

Willie Morris, Program Liaison	
E.L. Knicely, VDACS	Mike Carpenter, VDACS
Wilmer Stoneman, VFBF	Jason Carter, Former VCA
Melissa Ball, VDACS	Connor Winstead, VDACS

Call to Order / Introduction

The first meeting of the Virginia Cattle Industry Board was called to order at 2 PM on Thursday, March 28 at the Hotel Roanoke.

Review of Handbook

The Board reviewed the handbook which is a resource that includes VCIB Code Sections, beef productions districts, board member and liaison duties, the assessment refund process and other organizational items.

As the Board moves through the input sessions and begins to create their board structure, they will reach out to the state cattle assessment boards in Kentucky and North Carolina to understand what has worked well in those states.

Election of Officers

A motion was made and seconded and the Board voted unanimously to elect officers annually.

A motion was made and seconded and the Board voted unanimously on the following positions:

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President: Andy Smith
Vice President: Bill Tucker
Secretary: Paige Pratt
Treasurer: Jared Burner

New Business

Collections: As of 3/28/19, VDACS has received over \$13,700 in assessments from the Department of Taxation. This collection began January 1, 2019.

The Commissioner of Agriculture & Consumer Services sent letters to the industry informing handlers of the assessment on December 1, 2018. While the livestock markets are easily identifiable, the board recognized that it is equally important to reach private treaty transactions. In an effort to educate producers and handlers on the assessment and the VCIB, the following efforts will be undertaken:

VDACS staff will contact the Department of Taxation and discuss ramifications for both delinquent returns and non-compliance.

J. Burner and P. Pratt will develop a Frequently Asked Questions sheet that may be presented alongside the tax form and refund form.

S. Furrow will create brief/letter of introduction to the VCIB that may be used in conjunction with the FAQ sheet.

Both the Cattle Assessment Return from the Department of Taxation (CA-1) and the Assessment Refund form will be posted on the VDACS website in addition to the FAQ sheet.

M. Ball will compile a list of organizations/publications (based on Board recommendations) who are to receive the "VCIB Packet" that is comprised of the brief, the FAQs and both relevant forms.

The board unanimously voted to appropriate up to \$1000, if necessary, for publication of the VCIB Packet in periodicals that recommended by sitting board members.

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Listening Sessions

From Virginia Acts of Assembly – 2018, Chapter 469:

“That prior to expending a substantial amount of the funds collected pursuant to Section 3.2-1306 of the code of Virginia, as amended by this act, the Cattle Industry Board shall develop and publish a strategic plan that provides for programs to serve the Virginia cattle industry for market development, education, publicity, research, and the promotion of the sale and use of cattle and beef products. In its development of this plan, the Board shall include input sessions that are open to the public, including members of the cattle industries.”

The first such input session is scheduled for 3/28/19 in conjunction with Virginia Farm Bureau Federation’s Dairy, Equine and Livestock Meeting at the Hotel Roanoke in Roanoke, VA.

Additional sessions will be held within the next year at the following:

Rockingham (1st or 2nd week in June)

Chatham, VA (7/12/19)

Radiant, Virginia (8/1/2019)

Southwest Virginia (Location and date TBD)

Northern Virginia (Front Royal or Winchester – date TBD)

A motion was made and seconded to allocate up to \$2000 to reserve meeting space for listening sessions. One member opposed.

Public Comment – None.

Next Meeting - July 12, 2019 in Chatham, Virginia

Adjourn – 5:53 PM

Respectfully Submitted,

Paige Pratt, Secretary, VCIB