

FINAL MINUTES
Virginia Cattle Industry Board
Friday, February 21, 2020
Daleville, VA 24083

Members Present

Andy Smith	Bill Tucker
Perry Huffman	Richard Lloyd
Cecelia Moyer	David Coleman
Steve Furrow	Buddy Shelton

Members Absent

Paige Pratt
Jared Burner

Others Present

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

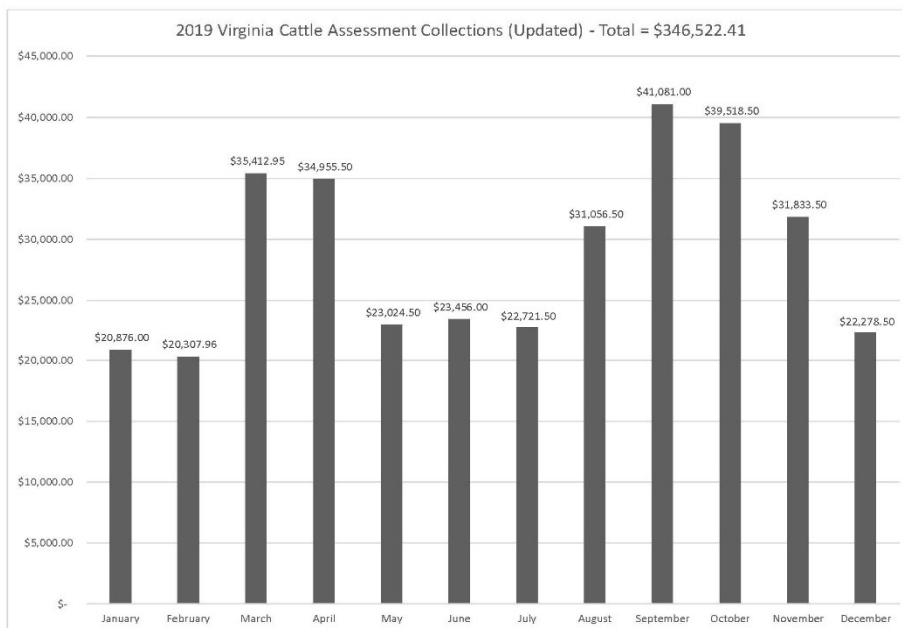
Call to Order

Chairman Andy Smith called the meeting to order at 10:00 AM

Minutes

A motion was made by D. Coleman to amend and approve the draft minutes of the January 17, 2020 meeting. The motion was seconded by P. Huffman and the motion was approved.

Treasurer's Report



Summary FY 2019-2020

Cash Balance 6/30/2019

\$134,069.55

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Revenues through 1/31/2020 in interest)	\$181,545.05 (\$179,299.78 in collections, \$2,245.27
Expenditures through 1/31/2020	\$10,910.06
Cash Balance 1/31/2020	\$304,704.54

B. Shelton made a motion to approve the treasurer's report and C. Moyer seconded. The motion was approved.

Logo Selection

The Board chose to move forward with the following logo:



A motion was made by P. Huffman to select this logo for the Virginia Cattle Industry Board, and it was seconded by D. Coleman. The motion was approved.

Advertising / Grant Announcement

An ad was placed in the March Virginia Cattlemen's magazine informing the industry of the grant opportunity. Copy has been provided to VCA and the ad will be published.

Notices of funds availability will be sent to the following:

- Virginia Cattlemen's Association
- Virginia Dairymen's Association
- Virginia Forage and Grassland Council
- VT College of Agriculture
- VSU College of Agriculture
- Ag programs at community colleges
- Cooperative Extension Agents

Non-Compliance / Collections

The Board finalized two letters that will be sent to the industry.

The first letter addresses non-compliance and VCIB will request that this be sent to the industry with the Commissioner of Agriculture's signature.

The second letter will be sent with the Board Chairman's signature.

VCIB has requested approval on wording from the Office of the Attorney General prior to distribution.

A motion was made by B. Tuckers to approve both letters, subject to review by the OAG. D. Coleman seconded the motion and it was approved.

Outreach

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VCIB has hosted input sessions in Roanoke, Weyers Cave, Chatham, and Madison. Multiple attempts have been made to set up input sessions in conjunction with Northern Virginia regional cattle association events. To date, none of the associations have agreed to host a session. The Board intends to serve the entirety of the state and will continue to make efforts to involve producers in this area.

Strategic Planning – Continued

Megan M. Seibel, Director of the VALOR Program at Virginia Tech, continued the facilitation of the VCIB strategic planning session. The following were vision, mission and strategic objectives were established:

Virginia Cattle Industry Board (VCIB)

Vision:

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

Strategic Objectives:

- Support efforts to enhance education and understanding about the Virginia cattle industry for a variety of audiences, including but not limited to: consumers, producers, stakeholders, youth, and industry influencers.
- Promote and enhance cattle industry through support of existing, and development of new, market options for live animals and finished products
- Support existing youth development efforts through programming related to agricultural aspects of cattle industry animals and products (e.g. 4-H, FFA, Jr. Breed Associations)
- Support efforts related promotion of Virginia cattle and related agricultural products
- Engage in effective communication with stakeholders and producers of VA cattle industry
- Support development of innovative research meaningful to the enhancement of net profitability for VA cattle industry

At this stage in the formation of the VCIB, our intent is to serve in the capacity of funding projects that support promotion and economic development of the Virginia cattle industry. Over time, we reserve the right to adjust board goals and objectives in meeting this need (e.g. with more specific RFP parameters). Further, we may consider hosting speakers and/or engaging in industry events to further support efforts related to our mission.

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New Business

Website Development

Next Meeting

May 29, 2020

Public Comment

None

Adjourn

B. Shelton moved to adjourn, it was seconded by D. Coleman and the motion was approved.