

**Final Minutes**  
**Virginia Cattle Industry Board**  
**October 13, 2022 - 10:00 AM**  
**The Etgen Center**  
**Blacksburg, VA**

**Presiding:** Bill Tucker, Chairman

**Roll Call:**

**Members Present**

Matthew Hill  
Bill Tucker  
Bob Threewitts  
Steve Furrow  
Buddy Shelton  
Nick McNeil  
Julia Jones  
Andy Smith  
Cecilia Moyer

**Members Absent**

David Coleman  
Perry Huffman

**Staff Present**

Matthew Sponaugle, VDACS Liaison  
Melissa Ball, VDACS Special Projects Manager

**Others Presents**

Brandon Reeves, VCA  
Dr. David Gerrard, Virginia Tech  
Steve Furrow

**Public Comment**

There was no public comment.

**Approval of Minutes**

Buddy Shelton moved to approve the draft minutes of the July 28, 2022 meeting. The motion was seconded by Lloyd and the motion was approved unanimously.

**Financial Report**

No formal financial report was presented.

**OLD BUSINESS:**

The Board reviewed the following grants submissions that were tabled from the July 28, 2022 meeting:

**Grant# 23-9** *“Mobile App Development” – changed to “Virginia Cattle App”*  
Brandon Reeves of Virginia Cattlemen’s Association submitted a revised version of their original grant request, newly titled *“Virginia Cattle App”*. The new proposal included further detail of what the app would include, how it would be structured, and shared updated estimates of development cost. After obtaining multiple price quotes, VCA increased their original requested amount to \$100,000. Post discussion, the Board voted to pass the revised submission of Grant #23-9 by a vote of 6 to 1.

**Grant 23-10** *“The Old Dominion Stock Show and Rodeo (ODSS-R)”*  
Grant 23-10 was withdrawn from consideration.

### **Website**

The Board discussed extending the contract with Flair Communications for web design, hosting, and maintenance services for one year. The current contract runs out on December 31, 2022. Buddy Shelton made a motion to extend the contract with Flair starting January 1, 2023 extending through December 31, 2023. McNeil seconded and motion passed unanimously.

### **Promotional Items**

The Board discussed the purchase of advertising materials such as banners and pop ups that included the VCIB logo. Such materials would be available for display at functions that were sponsored by the VCIB. Andy Smith made a motion to allocate up to \$5,000 in the budget for the purchase of promotional materials. Lloyd second and motion passed unanimously.

## **NEW BUSINESS:**

### **Statement of Needs**

The Board was presented with a draft Statement of Needs for the contracting of a Project Manager. The Project Manager shall provide marketing and consulting services to the VCIB through a variety of assigned task including promotional work, maintaining a digital presence, developing industry relations, and assisting with Board administration activities. Richard Lloyd made a motion to accept the VCIB Statement of Needs as presented. Smith second and motion passed. The Statement of Needs will be forwarded to the office of Procurement for an official review and future posting.

### **Other Business**

Dr. David Gerrard addressed the Board on growth around the Virginia Tech campus and changes that have occurred within the Department including consolidation and new hires. Dr. Gerrard touched on some current grant research projects that Virginia Tech holds with the VCIB and gave status updates.

### **Future Meeting Date**

The next meeting will be held on February 9, 2023 at the Hotel Roanoke.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Matthew Sponaugle, VDACS Liaison