

Final Minutes
Virginia Cattle Industry Board
February 9, 2023 - 10:00 AM
The Hotel Roanoke
Roanoke, VA

Presiding: Bill Tucker, Chairman

Roll Call:

Members Present

Matthew Hill
Bill Tucker
Bob Threewitts
Richard Lloyd
Buddy Shelton
Nick McNeil
Julia Jones
David Coleman
Cecilia Moyer
Perry Huffman

Members Absent

Andy Smith

Staff Present

Matthew Sponaule, VDACS Liaison

Others Presents

Eric Paulson – VSDA
Brandon Reeves – VCA
Lisa Lloyd

Stephanie Weiss - VBC
Jennifer Meade

Public Comment

Jennifer Meade gave a brief report on Grant 23-8 “*Increasing AI, EPD Data Analysis, Genomics Applications in Southwest Virginia Beef Cattle Production*”. Hosted by the Scott County Cattlemen’s Association. Meade presented an example of the educational materials that were provided to the participants and spoke some about the highlights of the program.

Approval of Minutes

Lloyd moved to approve the draft minutes of the October 13, 2022. The motion was seconded by Shelton and the motion was approved unanimously.

Financial Report

Richard Lloyd reviewed the financial report as presented below:

The FY 22-23 budget was then presented as:

Summary:		
Cash Balance:	June 30, 2022	\$1,038,486.37
Receipts through:	December 1, 2022	\$143,072.80
Interest through:	December 1, 2022	\$1,692.32
Expenditures through:	December 1, 2022	-\$87,041.30
Cash Balance:	January 12, 2023	\$1,096,210.19
Committed / Unpaid (Grants):	December 1, 2022	\$246,425.36
Committed / Unpaid (Admin)	December 1, 2022	\$20,492.69
Funds available for allocation:	January 12, 2023	\$829,292.14

The Board discussed Administrative / Operating budget and decided to leave it at the amounts currently in the budget. A motion to approve the financial report was made by Lloyd, 2nd by Huffman. The motion passed.

NEW BUSINESS:

Action on Grant Proposals

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT REQUESTED
23-1B	Building Capacity and Food Security: Expanding the Meat Processing Education in the Commonwealth	Virginia Tech	Research	\$25,000.00
23-2B	Boosting the Beef Industry	Valley Career and Technical Center (VCTC)	Promotion	\$500.00
23-3B	Virginia Tech Block and Bridle Provides a Taste of the Virginia Livestock Industry	Virginia Association of Ag Extension Agents / VT B&B	Education	\$5,000.00
23-4B	Virginia Beef & Cattle Module	Virginia Beef Council	Education	\$70,000.00
23-5B	Meet Virginia Cattle Producers - Promotional Video	Virginia Beef Council	Promotion	\$42,000.00
23-6B	Rockingham County 4-H / FFA Dairy Feeder Steer Show & Sale	VCE - Rockingham County	Education & Youth Development	\$4,000.00
23-7B	Increasing Adoption of Bulk Milk Dispensers In Virginia Schools	Virginia State Dairymen's Association (VSDA)	Market Development	\$8,528.50
23-8B	Connecting Virginia Dairy Producers and Consumers	Virginia State Dairymen's Association (VSDA)	Education	\$13,750.00
23-9B	VA Cattle Processing Revolving Fund	Virginia Cattlemen's Association (VCA)	Market Development	\$300,000.00
23-10B	VA CDL Incentive	Virginia Cattlemen's Association (VCA)	Education	\$12,000.00
22-11B	VA Cattle Industry Outlook	Virginia Cattlemen's Association (VCA)	Education	\$5,000.00
23-12B	Promoting VA's Cattle Industry	Virginia Cattlemen's Association (VCA)	Promotion	\$6,000.00
23-13B	VA Cattle Marketing and Promotion	Virginia Cattlemen's Association (VCA)	Market Development / Promotion	\$8,840.00
23-14B	Weighing the Future of Livestock Production in Pittsylvania County	Pittsylvania-Caswell Youth Livestock Assoc.	Education	\$2,000.00

23-15B	Lespedeza Pellets: a Supplement to Reduce Fescue Toxicosis	Virginia Tech	Research	\$43,738.00
23-16B	Genetic Testing for Improved Quality and Market Development of Virginia Feeder Calves	Amelia Area Cattlemen, LLC	Market Development	\$6,135.47
23-17B	Virginia Youth Beef Leadership Institute	Virginia Cooperative Extension	Youth Development	\$15,000.00
23-18B	Legal-For-Trade' Livestock Scales to Increase Area Cattle Producers Marketing Efficiency	VCE - Mecklenburg County	Market Development	\$6,000.00
23-19B	Building Knowledge and Confidence in BQA Youth Instructors via Hands-On Learning and Site Visits to Commercial Feed Yards & Processing Plants	Virginia Cooperative Extension	Youth Development / Education	\$10,000.00

Total = \$583,491.97

The Board discussed and voted on each grant submission individually. After minimal discussion, the following grants were passed as written with a unanimous vote:

Grant# 23-1B: *“Building Capacity and Food Security: Expanding the Meat Processing Education in the Commonwealth”* (motion by Shelton; Lloyd 2nd)

Grant# 23-2B: *“Boosting the Beef Industry”*

Grant# 23-5B *“Meet Virginia Cattle Producers – Promotional Video”* (motion by Lloyd; Shelton 2nd)

Grant# 23-7B *“Increasing Adoption of Bulk Milk Dispensers in Virginia Schools”* (motion by Moyer; Threewitts 2nd)

Grant# 23-8B: *“Connecting Virginia Dairy Producers and Consumers”* (motion by Moyer; Jones 2nd)

Grant# 23-11B: *“Virginia Cattle Industry Outlook”* (motion by McNeil; Lloyd 2nd)

Grant# 23-12B: *“Promoting Virginia’s Cattle Industry”* (motion by Hill; Coleman 2nd)

Grant# 23-13B: *“Virginia Cattle Marketing and Promotion”* (motion by Lloyd; Shelton 2nd)

Grant# 23-15B: *“Lespedeza Pellets: a Supplement to Reduce Fescue Toxicosis”* (motion by Coleman; McNeil 2nd)

Grant# 23-19B: *“Building Knowledge and Confidence in BQA Youth Instructors via Hands-On Learning and Site Visits to Commercial Feed Yards and Processing Plants”*(motion by McNeil; Jones 2nd)

Other Grant Proposal discussion included:

Grant# 23-3B *“Virginia Tech Block and Bridle Provides a Taste of the Virginia Livestock Industry”*

The Board questioned the total amount requested in the grant proposal. After seeking clarification from Brad Jarvis, the grant was passed with unanimous vote at \$5,000. (motion by Shelton; Huffman 2nd)

Grant# 23-4B *“Virginia Beef & Cattle Module”*

Stephanie Weiss of the Virginia Beef Council provided an amended budget to the Board for grant 23-4B. The amendment reduced the requested mobile unit sponsorship from 3 years to 1 year dropping the total requested amount from \$70,000 to \$40,000. The Board approved the grant at a total of \$40,000 with the annual unit sponsorship not to exceed \$15,000.

Grant# 23-6B *“Rockingham County 4-H / FFA Dairy Feeder Steer Show & Sale”*

Threewitts made a motion that the Board approve grant 23-6B as a pilot project for the initial year, including that all youth around the state may participate, given they meet the show’s participation requirements. Coleman 2nd and motion passed unanimously.

Grant #23-9B *“Virginia Cattle Processing Revolving Fund”*

The Board reached out to Melissa Ball prior to the meeting to seek guidance on the handling of Grant 23-9B. After researching, Ball raised many concerns regarding the grant application and how the funds would be utilized. Some concerns given included: the use of VCIB funds to be loaned against, who would decide on loan approval and what risk assessment would be applied, would it be handled within the guidelines of the Department of Account’s CAPP manual, the question of a private association withholding interest earned off of VCIB funds, as well as the concern of defaults and who would pursue collections. Following VDACS recommendations, and the Boards hesitancy to pursue, Reeves withdrew Grant 23-9B.

Grant# 23-10B *“Virginia CDL Incentive”*

Brandon Reeves of Virginia Cattlemen’s Association amended the grant proposal to also include “VCA will then seek reimbursement from the VCIB” under the How Will the Funds Work Section. Shelton made a motion to table the grant till the July meeting to collect further information on how the project would officially work. Moyer 2nd the motion, motion passed.

Grant# 23-14B *“Weighing the Future of Livestock Production in Pittsylvania County”*

The Board raised concern in funding the project with a very minimal area outreach and the risk of setting precedence to purchase scales / equipment for other county groups around the state. McNeil made a motion to not fund grant 23-14B; Huffman 2nd and motion passed unanimously.

Grant# 23-16B *“Genetic Testing for Improved Quality and Market Development of Virginia Feeder Calves”*

Shelton led discussion of grant 23-16B. Multiple Board members felt that the grant request would have been better presented if split into two different requests compiling of a Local Association grant to cover the travel expenses associated with promotion and then a grant request for the educational component of implementing DNA collection into their heifer marketing program. Huffman made a motion to approve the grant up to \$4,975 to cover the Materials and Supplies portion of the budget for the first year. Included in the motion was the stipulation that reimbursement would only be made on the animals tested. McNeill 2nd and motion passed with a vote of 7-1 with both Tucker and Coleman sustaining from the vote.

Grant# 23-17B *“Virginia Youth Beef Leadership Institute”*

The Board supported grant 23-17B under the expectations that there be statewide representation amongst youth participants. In addition to this, the Board wishes to see all participating youth utilize their knowledge and experience gained from the trip to advocate on behalf of the Virginia cattle industry as spelled out in the Expected Measurable Outcomes. Proof of advocacy is requested in the Final Report. A motion was made by Lloyd to approve the grant submission, Coleman 2nd and grant was passed unanimously.

Grant# 23-18B “Legal-For-Trade Livestock Scales to Increase Area Cattle Producers Marketing Efficiency”

The Board raised question in their desire to fund the equipment as presented, including the EID tags. McNeil made a motion to table grant 23-18B in order to request clarification and additional information pertaining to the grant. Hill 2nd and motion passed unanimously.

A summary of grant approvals below:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT FUNDED
23-1B	Building Capacity and Food Security: Expanding the Meat Processing Education in the Commonwealth	Virginia Tech	Research	\$25,000.00
23-2B	Boosting the Beef Industry	Valley Career and Technical Center (VCTC)	Promotion	\$500.00
23-3B	Virginia Tech Block and Bridle Provides a Taste of the Virginia Livestock Industry	Virginia Association of Ag Extension Agents / VT B&B	Education	\$5,000.00
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23-6B	Rockingham County 4-H / FFA Dairy Feeder Steer Show & Sale	VCE - Rockingham County	Education & Youth Development	\$4,000.00
23-7B	Increasing Adoption of Bulk Milk Dispensers In Virginia Schools	Virginia State Dairymen's Association (VSDA)	Market Development	\$8,528.50
23-8B	Connecting Virginia Dairy Producers and Consumers	Virginia State Dairymen's Association (VSDA)	Education	\$13,750.00
23-9B	VA Cattle Processing Revolving Fund	Virginia Cattlemen's Association (VCA)	Market Development	Withdrawn
23-10B	VA CDL Incentive	Virginia Cattlemen's Association (VCA)	Education	Tabled
22-11B	VA Cattle Industry Outlook	Virginia Cattlemen's Association (VCA)	Education	\$5,000.00
23-12B	Promoting VA's Cattle Industry	Virginia Cattlemen's Association (VCA)	Promotion	\$6,000.00
23-13B	VA Cattle Marketing and Promotion	Virginia Cattlemen's Association (VCA)	Market Development / Promotion	\$8,840.00
23-14B	Weighing the Future of Livestock Production in Pittsylvania County	Pittsylvania Caswell Youth Livestock Association	Education	\$0.00
23-15B	Lespedeza Pellets: a Supplement to Reduce Fescue Toxicosis	Virginia Tech	Research	\$43,738.00
23-16B	Genetic Testing for Improved Quality and Market Development of Virginia Feeder Calves	Amelia Area Cattlemen, LLC	Market Development	\$4,975.00
23-17B	Virginia Youth Beef Leadership Institute	Virginia Cooperative Extension	Youth Development	\$15,000.00
23-18B	Legal-For-Trade' Livestock Scales to Increase Area Cattle Producers Marketing Efficiency	VCE - Mecklenburg County	Market Development	Tabled
23-19B	Building Knowledge and Confidence in BQA Youth Instructors via Hands-On Learning and Site Visits to Commercial Feed Yards & Processing Plants	Virginia Cooperative Extension	Youth Development / Education	\$10,000.00
Total:				\$232,331.50

EID Tags:

The Board discussed the use of VCIB funds to purchase EID tags. Many Board members felt that EID tags were becoming a regular part of doing business and questioned the overall value of utilizing state funds to purchase them. Shelton made a motion to eliminate the use of funds to purchase EID tags all together, including local association grants. Coleman 2nd and motion passed unanimously. The new stipulation will be added to the Grant Guidelines for the next round of funding.

OLD BUSINESS:

Website

The Board reviewed the updates made to the website hosted by Flair Communications and voiced interest in continuing to grow and develop it into a social media outlet that provides information pertaining the VCIB to interested parties. The Board wishes to add an additional “Grants” Page to the website that will list information pertaining to the VCIB grant outcomes.

Promotional / Display items

Matthew Sponaule presented the group with options for display unit items for the Board to utilize when setting up at events. Options and prices were given for table clothes, pop up displays, and table top display units. The Board approved for Sponaule to design and purchase display items that will come out of the Banners/Printing section of the budget.

Other Business

A request to extend grant 21-6 was made by Augusta County Extension in order to cover projects that fell between the expiration of grant 21-6 and the beginning of grant 23-3. Hill made a motion to extend grant 21-6 for 90 days. Shelton 2nd and motion passed unanimously.

The Board approved a budget change for Grant 22-1. This budget change will allow money to be moved from Personnel and Contractual budget line items to Supplies and Materials. Justification for request change was provided by Gabe Pent which will be included in official expense voucher. The Board also approved a budget change for Grant 22-13. This budget change will allow money to be moved from Supplies & Materials and Other budget line items to Personnel and Fringe. Justification for request change was provided by Dr. David Gerrard which will be included in official expense voucher. Lloyd made the motion to approve both 22-1 & 22-13 requested budget changes as presented, Coleman 2nd and motion passed with a vote of 7-0. Jones, Threewitts, and McNeil all sustained from the vote.

Matthew Sponaule reported that he had reached out to Kevin Steinbrecher to receive and update on the Board’s procurement of a Project Manager. Steinbrecher reported that the procurement office was backed up in request and that they had not yet started to draft the position.

Future Meeting Date

The next meeting date is tentatively set for July 20th, 2023.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Matthew Sponaule, VDACS Liaison