

**Virginia Cattle Industry Board Meeting
March 17, 2022
Hotel Roanoke
Roanoke, VA**

Board members in attendance:

Bill Tucker, Chairman
Buddy Shelton
Andy Smith
Richard Lloyd
Steve Furrow
Matthew Hill

Board members absent:

Paige Pratt
David Coleman
Perry Huffman
Cecilia Moyer
Jared Burner

Guests / Staff

Matthew Sponaule
Melissa Ball

Call to Order – 10:12 AM

Public Comment

None

Old Business

Website & Social Media Discussion, let by M. Hill

The Board discussed their needs and deliverables as it pertains to the contract with Flair Communication.

A motion was made to enter into an agreement with Flair Communication to cover the website only (no social media) for a term of 6 months effective the first of January 2022.

Hill Made Motion, Buddy seconded. Approved unanimously

B. Shelton moves that the Board create a committee of three individuals (Bill Tucker, Matthew Hill, and Richard Lloyd) to develop a statement of needs for submission to VDACS Procurement Office, with the ultimate goal of establishing a contractual arrangement that will address general outreach on behalf of the VCIB.

Furrow Seconded. Approved unanimously

DRAFT MINUTES

Matt Miller's project # 22-8 Southwest VA Beef Leadership Pilot
Originally requested a total of \$9900 with two budget categories.

This request is to move all the budget to travel.

Motion: to approve the budget transfer.

Furrow, Hill

Approved unanimously

Grant Process Review

The Board made the following changes to the grant guidelines.

- a. Tuition
 - i. The Board voted to allow tuition as an eligible cost provided that expense is reimbursed, not paid in advance.
- b. Association Allocation
 - i. The Board will set aside a maximum of \$2,500 annually for Regional Associations' market development activities.
 - ii. Associations must submit a proposal with detailed descriptions of plans (including anticipated attendees, dates, locations for travel) and anticipated results. These proposals must also include a budget breakdown.
 - iii. These proposals may be submitted on a rolling basis to the program liaison and will be considered for approval by the Chairman and Vice Chairman. Note that proposals for these projects should not be submitted in conjunction with bi-annual grants.
 - iv. No association may apply more than once in one year.
- c. Eligible Applicants
 - i. While individual producers are not eligible applicants, they are encouraged to work with the eligible applicants listed above to ensure that the project benefits more than one individual or operation.

M. Hill made a motion to make the above changes to the VCIB grant process. A. Smith seconded the motion, and it was approved unanimously.

Adjourn