1	Virginia Racing Commission
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3	COLONIAL DOWNS
4	Ballroom, 4th Floor
5	10515 COLONIAL DOWNS PARKWAY
6	NEW KENT, VA 23124
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8	August 17, 2023 at 11:00 a.m.
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12	Commission Members:
13	Stephanie B. Nixon, Chair Marsha K. Hudgins, Vice Chair
14	Stuart Siegel John F. Tanner, Jr.
15	John F. Tahner, Jr.
16	Commission Staff:
17	David S. Lermond, Jr., Executive Secretary Ada K. Caruthers, DVM, Equine Medical Director
18	Israel Saavedra, Commission Investigator
19	
20	Attorney General's Office:
21	Elizabeth B. Myers, Esquire
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1 CHAIR NIXON: Good morning. I'm going to go 2 ahead and call the meeting to order. First thing 3 on our agenda is approval of the June 6, 2023 4 meeting minutes. Did everybody have a chance to 5 review them? 6 COMMISSIONER SIEGEL: Yes. 7 CHAIR NIXON: Okay. Do I have a motion to 8 approve? 9 COMMISSIONER SIEGEL: So moved. 10 COMMISSIONER TANNER: Second. 11 CHAIR NIXON: Seconded. Okay. All those in favor? 12 13 The Commission votes aye. NOTE: 14 CHAIR NIXON: All those opposed? No. Okay. 15 we're going to go ahead and start with the public 16 Is there anyone that would like to comment period. 17 speak? 18 There is no response. NOTE: 19 CHAIR NIXON: All right. Then we will go 20 ahead and get started on our new business. 21 First thing is the request for the approval of 22 an additional \$11,000 to the benevolence budget 23 submitted by the VHHA for 2023, and I think our executive secretary is going to present this item. 24 25 MR. LERMOND: Thank you, Madam chair.

I think for the record we should state for the record Commissioner Brand is not with us today.

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CHAIR NIXON: I'm so sorry. Yes. Commissioner Brand is not here today able to join us.

MR. LERMOND: Okay. Behind Tab 2 of your notebooks is a letter I received from Debbie Warnick. Basically, the Harness Association is requesting an additional \$11,000 for the benevolence fund.

We did approve some money at a prior meeting for their normal expenses. This is something that I guess came up last week when they had a lot of rain. On a Saturday I don't know if you've ever seen the drivers after they come back after a wet trip. They're covered in mud.

So this money would go towards putting in two heavy duty washers and dryers at the barn. So 6,000 of that is basically for the construction, the electric running and plumbing and everything and 5,000 would be to cover the two washers and dryers.

This is something that the Thoroughbred horsemen have here at Colonial. There are some horsemen that do stay at Shenandoah in trailers, so

I think this would be very nice for the horsemen 1 2 there and a very good use of benevolence money. Debbie is here if you guys have any guestions 3 for her. If not, I seek a motion to approve it. 4 COMMISSIONER SIEGEL: I'll move it. 5 6 VICE CHAIR HUDGINS: Second. 7 CHAIR NIXON: Commissioner Siegel moves and Commissioner Hudgins seconds. All those in favor? 8 9 The Commission votes aye. NOTE: CHAIR NIXON: All those opposed? 10 11 NOTE: There is no response. 12 CHAIR NIXON: Next is the request for the 13 approval of expenditures from the Standardbred portion of the Virginia Breeders Fund for 2023, and 14 I believe our executive secretary is going to 15 16 present this item as well. MR. LERMOND: Thank you, Madam Chair. This is 17 18 some good news this morning. I think most of you 19 know as of July 1, 2202, .025 percent of the 20 Historical Horse Racing handle is now going to the 21 breeders fund and the Harness Association normally 22 uses their share to partially fund eight of the 23 Virginia-bred stake races which are normally held on the last date or thereabouts. 24

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So last year, we were only able to provide

them with 200,000, but because of the influx of 1 2 money from the Historical Horse Racing 3 contribution, we extrapolated it out until the end 4 of the year and I'm comfortable suggesting 500,000 5 for these races. So it's more than double. we're just glad that the General Assembly 6 7 passed that language and this will -- actually, the 8 harness horsemen will have more money now to go towards overnights since they're supplementing the 9 differences in races. That's a good thing. 10 11 If there are any questions, I'm happy to 12 answer; if not, I will seek a motion. 13 COMMISSIONER SIEGEL: So moved. 14 Second. COMMISSIONER TANNER: 15 CHAIR NIXON: Commissioner Siegel moves, 16 Commissioner Tanner seconds. All those in favor? 17 NOTE: The Commission votes aye. 18 CHAIR NIXON: All those opposed? 19 NOTE: There is no response. 20 CHAIR NIXON: Thank you. I believe that's all 21 of our action items. The next thing we have is the 22 update on the Virginia Horse Industry Strategic 23 Planning Committee. I believe Jill Byrne will be presenting this. 24 25 MS. BYRNE: Jeb Hannum.

CHAIR NIXON: Oh, Jeb. Okay.

MR. HANNUM: So thank you, Commissioners. Just a couple of comments before Jill speaks. As you all know, the strategic plan covered a number of different aspects that we're going to speak to in the coming months and over the next year. We have been focused on the marketing over the past couple of meetings and that's what Jill will talk about momentarily.

I just wanted to remind the Commissioners that the VEA's marketing initiative is not in replace of what the track should do and is going to hopefully be doing more of in the future.

Our marketing is more the macro level. The clip that you're going to see has a number of different audiences; racing fans, casual customers, hopefully new people that would be interested in racing, but also importantly a political audience. That's different than the type of marketing you would see in the newspaper or radio for daily events or daily racing and the big events that we had last week. I do think that's important.

I saw on the agenda that Colonial is going to be speaking about marketing, so I wanted to differentiate that and I know that the marketing

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for this meet, we hope you will see a lot more of it for next year because it has been pretty limited. So we just remind the Commissioners to try to separate the two different marketing campaigns, what we're doing at the macro level and what the track is responsible for on a day-to-day basis and around the big racing days. I just wanted to mention that.

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In future meetings we can talk about different aspects of the strategic report as well. So I'll turn things over to Jill and let her talk about what she has been up to. Thank you.

MS. BYRNE: Good morning. So as you know, we've been working the last couple of months to gather footage for a variety, as Jeb said, really to show the economic impact of the Virginia horse industry for an awareness campaign.

This will be a long-term campaign over the next few years divided up; television, radio, digital, social, website. There will be long-form content, short-form content as well, so this is the first 60 second TV ad; not complete.

We have some footage to swap out and still a little editing to do. We just got this from our production company this morning. So I want you all

to see kind of where we're going with this.

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NOTE: Video played for public. COMMISSIONER SIEGEL: Very well done.

MS. BYRNE: Thank you. Just a rough cut. As you can see, we have some audio and a few pieces of footage to swap out. Just place holders for now. Trying to get the harness footage in there where you see the place holders.

I'm really pleased with the way this is going. We have a great production team that I'm working with that I could not be more pleased with. So yeah.

I think once we get this edited, we have about a 48 hour turn around to when it will be able to go live, which is good, and this will be going all throughout the entire state of Virginia from the Washington area, Richmond, Hampton. All throughout.

So we should get some very good coverage with this and then we'll be working on the 30 second radio as well, plus a lot of social will be able to come out of this.

I really want to thank all the farms and Colonial Downs for putting up with us shooting and spending a lot of time helping this happen and

specifically Darryl Williams, who I could not have done this without. So kudos to everybody that has been a part of this so far. So we're really looking forward to this in the future.

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Just on a side note, Jeb and I were up in Saratoga at the racing and gaming conference, which was very good, very informative. Colonial was getting a lot of good coverage up there coming off of Million weekend and really a lot about showing Virginia as kind of the bar to be set with the way that tracks that are coming back with HHR and with the success of racing. So a lot of good press and good conversation about where Virginia is going in the industry.

VICE CHAIR HUDGINS: So in Saratoga they had a lot of good press? In Virginia we missed that.

MS. BYRNE: Yeah. At the conference people were talking about how great Virginia is doing and how the HHR model here and for racing is one that a lot of tracks should look forward to that are heading in that direction to follow.

COMMISSIONER TANNER: Jill, what's the timeline on editing?

MS. BYRNE: They should be able to -- I have already sent some of my feedback and they're

pulling some more of the footage that we shot here on Friday for some of these replacement shots. Then it's color correction, some audio and as soon as the final version is done, our team that's doing the actual push out says all we need is 48 hours notice. So I'm thinking around this time next week we should be live.

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COMMISSIONER TANNER: That's excellent. MS. BYRNE: Thank you.

CHAIR NIXON: Thank you, Jill. Looks great. Next is the report on the 2023 Thoroughbred racing season at Colonial Downs, to include comparative live racing statistics and marketing efforts, and I believe Frank Hopf is going to be speaking.

MR. HOPF: Thank you, Madam Chair. Commissioners, good morning. So talking about so far we just went past the halfway point for the season and just a couple things on the marketing side.

Colonial Downs' standpoint, it's a two-tiered approach, obviously trying to get people here to Colonial Downs during the racing season. There's a second side, too, where we're actually trying to target to the horseplayers themselves through FanDuel, media sources, getting on air content

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about what's going on at Colonial Downs.

So we spent about 80,000 so far promoting racing through the kind of handicap side of the business and then obviously with the live racing side, it seems to be a comparable spend to 2022; about \$115,000 spent to this point.

The majority of that is being spent on the social media digital side. So that's about 45 percent of it. Another 40 percent TB in Richmond, Petersburg and Hampton, primarily with advertisements and CBS's Sports Play of the Day advertising Colonial Downs there and then local CBS Richmond and local magazines here.

An additional \$7500 was spent promoting the Colonial Downs racing festival this past Saturday and then another \$7500 will be spent on Virginia Derby day. So right now that's where the money has gone and obviously at the end of the season we'll reevaluate and see what worked, what didn't work and certainly make sure that we make every effort to get people here at Colonial Downs.

I'm happy to answer any questions on the marketing aspect.

COMMISSIONER SIEGEL: I would just comment that my technology skills are not quite as good as perhaps most of the market, so FanDuel and a lot of things that you do on social media wouldn't come to my ear. I see an awful lot on TV about Rosie's. I didn't see that much TV in this market about racing itself and it appears you're spending money wisely as far as I'm concerned, but TV for most folks in this market would be helpful. More TV. MR. HOPF: Duly noted, sir.

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VICE CHAIR HUDGINS: I agree completely. I was really disappointed, frankly, at the lack of lead-up to the event on Saturday. I didn't see anything in the Hampton Roads area promoting it.

The big miss was no press. How did that happen? Because seems to me that that was a built-in bring the TV stations out, the Governor is here. He's speaking. Let them put this on for a piece on the evening news. There was none. I was ready for my big moment in front of the cameras but cameras weren't here. So Frank, where were they? Why did we not get that?

MR. HOPF: I know a press release went out today, probably a little too late in my opinion. I think again based on that day there are certainly things we can learn from and improve upon and hopefully make those changes quickly for Virginia

Derby day and hopefully kind of get what we all expect to have with the press here and build upon that.

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So I think obviously this past Saturday was learning. I think some things went well and I think there are some things, obviously, that we can continue to work on. So I appreciate the feedback.

VICE CHAIR HUDGINS: The problem is the first day is your first day and that's your big moment. I think we missed on that and that's unfortunate because mind you, I know a bunch of people in the media who would have been happy to come on out.

Kelly Till from the Richmond Times-Dispatch, she's the publisher, she would have been all over that if I had given her a call. That's all I would have had to do, but I didn't know that it wasn't happening.

So reach out to us because those of us that live here and have networking here, we can make some of that happen free. So please.

MR. HOPF: That's the best price to pay. Yes. We appreciate it. Certainly.

COMMISSIONER TANNER: Did a follow-up on a release go out on the fact that the Secretariat stakes winner was a Virginia-bred?

1 MR. HOPF: Yes. We did send one out. Ι 2 believe it went out to the racing publications. I'm not sure what went out to the local media. 3 SO 4 if we can get with our third party vendor to make 5 sure it gets out. It may be a little too late, but we'll make sure it still gets out. 6 7 COMMISSIONER SIEGEL: The point about Hampton 8 Roads is a good point. I haven't focused on it 9 myself, but much of Hampton Roads is closer to this race track than lots of Richmond. Hampton Roads is 10 a key market and we shouldn't ignore it. 11 12 MR. HOPF: Understood. 13 CHAIR NIXON: Is that everything? 14 MR. HOPF: That's at least on the marketing 15 side. 16 CHAIR NIXON: Okay. Any other questions about 17 marketing? 18 There is no response. NOTE: 19 MR. HOPF: Okay. Just to kind of give a quick 20 recap, and I do apologize for the small font. I do like to run a lot of numbers when it comes to 21 22 evaluating how the season has gone. 23 Real quickly, obviously, these are different race days compared to 2022, so it's not an apples 24 25 to apples comparison, but we are 14 days through

both seasons in this comparison.

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Our track handle is up 44 percent. That does include Saturdays; 238,000 that was wagered on track, but we were trending higher prior to that.

In-state Virginia handle at the OTBs is up 33 percent to this point. Export handle after the 9.95 handle day on Saturday, we are up two percent compared to 2022. Obviously, our daily average going in to that day was lower than what we were doing in 2022. We're still doing around 2.1 million through the first 13 days of the '23 season in export, so right now we are trending higher.

The number of races is flat. The number of starters is flat. It's actually off one horse. So the starters are flat. Turf races. We have two more turf races to run this season compared to the first 14 days last year.

Obviously, the attendance number. The way we're tracking attendance this year is obviously ticket sales, ticker clicks for the general admission gate and then we are taking clicks at the main entrance from 12 to five each race day because there is a lot of bleed over with people coming over to watch horse racing here from being at the gaming machines. So right now through Saturday we are showing a 77 percent increase in total attendance from last year's numbers.

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COMMISSIONER SIEGEL: I sort of just learned this morning there's really one or two points of access to get in here, but they include Rosie's attendance, so it's hard -- I'm not sure how you do it -- to determine what the track attendance is and separate it. Rosie's has a big day, it does impact your numbers on attendance.

MR. HOPF: Yeah. So we've been kind of having an internal discussion about how we track the attendance. People stand at the gates. A lot of people on race days we send to general admissions over there. They say, Oh, we'll stop, bet on the machines and then go out and watch racing. So they just go through the front entrance.

So we're trying to find the right balance for us to calculate as accurately as we could the number, but those do get checked by the security when they go through and get ID'd.

So hopefully, you know, we'll continue to kind of modify and make sure that we're getting the most accurate count, but right now this is the method that we've got in place. COMMISSIONER SIEGEL: It would certainly be more accurate, I guess, if you had someone clicking on the third and fourth floor. But again, that's a personnel issue, I guess. I think you'd have a purer number because I think the Rosie's people just stay there for the most part, correct?

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MR. HOPF: Yeah. Mostly in the third and fourth floor they purchase tickets for the most part, so we are capturing those numbers with the ticket sales, but it's obviously just that the general admission crowd that comes in is just the best way to get the right accurate number of the percentage that really is -- that's gaming or not.

So obviously, we've still got 12 more days of racing. We did announce yesterday that we're adding racing Wednesday, September 6th to make up for the cancelation on Saturday, July 29th.

So as long as weather is helpful, we'll have run all 27 days this year and hopefully I'll give another possible update at the end of the season.

CHAIR NIXON: Do you have any plans for the Virginia Derby as far as things going on outside?

MR. HOPF: So yeah. I think what we're looking at is kind of a similar footprint that we had this past Saturday with some of the entertainment elements. For some of the customers who walk in, with Korbel possibly doing champagne giveaways for those who purchase tickets. So we're probably going to use last Saturday as kind of the baseline for how we proceed on those bigger days going forward, but obviously working on the marketing aspect as well, but from a customer standpoint.

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Obviously, we have the same elements that we have here to evaluate what we need. If we need more food trucks or anything else to kind of help make the day as special as the festival allows.

CHAIR NIXON: Okay. Anybody else have any other questions, comments?

NOTE: There is no response.

CHAIR NIXON: Thank you very much.

Next is our introduction of our new Commission investigator and I believe our executive secretary is going to make that introduction.

MR. LERMOND: Thank you, Madam Chair. It's my pleasure to introduce Israel Saavedra. We refer to him fondly as Izzy. It's easier to say than Israel.

Izzy's background. He was actually born in Venezuela, which he has strong Spanish-speaking

skills, which is a big help in his position. He moved to St. Martin and actually started as a teller at Caliente racetrack and moved his way up to where he oversaw all of the operations at their sports book, which included horse racing, and it was pari-mutuel wagering. Although they created separate pools down there, it is pari-mutuel.

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He went on from there to open up three other sports books at related casinos and oversaw that entire operation. As part of that he did investigations on things like irregular betting patterns, money laundering, so he did those types of investigations.

Then unfortunately Hurricane Irma hit St. Martin and wiped out everything. So Israel came to the United States and just recently, he worked for two years as a fraud investigator for the Virginia Unemployment Commission.

They had a lot of backlog of cases from COVID, and not to get in to it, but people in jail were collecting so he did a lot of work with them and we were lucky enough to have him respond to our advertisement and we hired him.

His first day was a week ago. He has spent most of his time on the back side with Dr. Harden,

who used to be our equine medical director and now is the safety officer for Colonial Downs. So he patrols the whole back side and Izzy keeps telling me how much he's learning every day.

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He has also spent time with our current equine medical director, Dr. Caruthers. He has seen the test barn, he witnessed the post-position draw yesterday. So we're trying to give him a good over all understanding of horse racing and it's great that he was hired during the live meet because he will see all of these things firsthand and we are just thrilled to have him and I'd like you to join me in welcoming Israel to the Commission.

CHAIR NIXON: Welcome. Thank you. I believe we're going to open it up for Commissioners' comments in no particular order. Anybody have any comments?

VICE CHAIR HUDGINS: Yes. Of course. Actually, I'm very excited. It has been a great year so far. Not without its issues and problems that we have to solve and things that have to be watched. That's the norm.

I think we have made some big, big steps towards what we want to do given the document that the Equine Alliance did the forward thinking

direction that we have.

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I think we all can borrow from that and everybody is on the same track about how to, pardon the punch, same road that we are promoting racing. Not just racing but the horse industry and agribusiness in Virginia.

It's not just one small piece and I think that is in my mind, that's where we have to go and it takes it out of the realm of just those of us here at Colonial Downs and in the racing business, but it's great because it's so much bigger than that and it's so much more powerful.

Politically, it carries a lot of weight. It has great potential for marketing, too, one of the biggest groups; voters. So for that, if for nothing else, promoting horses in Virginia is going to be a very powerful tool for all of us to be able to (inaudible) to and it took Colonial Downs and HHR to trigger that. So well done, everybody. Nice job.

COMMISSIONER SIEGEL: My comments would echo Marsha's pretty clearly. I think as I said earlier, the VEA's marketing efforts look great so far. I'm anxious to see what happens next. They have been covering the entire industry, which is important and certainly helps Churchill and racing as well as everything the VEA's mission stands for.

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Also, just to say I believe Churchill has put on a really good show so far. There's more left to go, so you never laugh at the crocodile until you cross the river.

So we have a ways to go, but I'm impressed with what is happening so far and I'm hoping they'll continue to build on their first year and be even better going forward in the future. So congratulations to everyone.

VICE CHAIR HUDGINS: Now having said that, can we get those lights fixed and those speakers fixed and a better petting zoo maybe next time? Just kidding.

COMMISSIONER SIEGEL: You don't really hear the call of the race unless you go outside from the fourth floor. So I like to hear the call of the race so I usually go out.

It would be nice if there was a way to have the interior speakers cover that as well. I don't know what's involved. Whether it's a big electrical problem or a switch that gets turned on, I don't know, but for interior folks it would be great to hear that call as well. You normally

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don't know the race has started unless you look.

COMMISSIONER TANNER: The same is true on the outside boxes. It's very difficult to hear. But otherwise, I would like to echo the positive comments of the other Commissioners.

I'm thrilled about the additional money for the harness racing and I'm really excited about where that is and I can't wait to hear what happens with those stakes races this year with the additional money. I think that's going to be super. We're headed in the right direction.

CHAIR NIXON: I'll wrap it up just by saying over the past week, I've thought a lot about where racing has come since it started here in Virginia and I remembered a lot of the people who have passed on like Nellie Cox and John Tucker and Marshall Dow, who were such a large part of getting everything started and I believe they would be really excited and pleased with the way things are going.

Being invited to the home of the First Lady and Governor of Virginia to celebrate horse racing was truly historic. Then to follow it up with one of the most successful racing days in history on Saturday, it really shows that with all of us

working together great things can happen. So thank you.

Any other comments?

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MS. EASTER: I have a comment. I don't know if you want me to or not.

CHAIR NIXON: Of course.

MS. EASTER: I would like to just follow up what you all said. Obviously, we don't have it all right quite yet as Frank Hopf said, but we're working on it and I think it's a good start.

I really want to thank the people here in Virginia that are working for Churchill and Colonial Downs because we spent a lot of time all of us talking to what happens on big days and how we've not serviced our public very well in the past.

There was a huge effort by people that are here working, trying to make things better for the people that were here and I just thought they should be recognized for that and they know that there is still more to come and they have to work on it, but I thought it was a pretty nice day on Saturday.

> VICE CHAIR HUDGINS: Great. Yes. I agree. CHAIR NIXON: Good racing. Very good. All

1	right. If nothing else, then I don't believe
2	there's any need for us to go into closed session.
3	we'll set our next meeting I believe December
4	6 th . Is everybody good with that?
5	MEMBER OF THE PUBLIC: What day is that?
6	CHAIR NIXON: December 6 th , which is a
7	Wednesday. If nothing else, then the meeting is
8	adjourned. I believe we're going to enjoy the
9	races. Thank you, everybody.
10	
11	NOTE: The meeting of the Virginia Racing
12	Commission is concluded at 11:35 a.m.
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1	CERTIFICATE OF COURT REPORTER
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3	I, Sandra G. Spinner, hereby certify that I,
4	having been duly sworn, was the court reporter for the
5	meeting of the Virginia Racing Commission on August 17,
6	2023, at the time of the meeting herein.
7	I further certify that the foregoing
8	transcript is, to the best of my ability, a true,
9	accurate and full record of the incidents of the meeting
10	herein.
11	Given under my hand this 1 St day of December,
12	2023.
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15	Sandra G. Spinner
16	Sandra G. Spinner
17	Court Reporter
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