

Louisiana Beef Industry Council
Minutes
November 16th, 2018

The meeting was called to order by Chairman Amelia Kent.

Members Present: Dr. Sheila Pitre, James LeLeux, Walter Smith, Ed Lopinto, Mack Shelton, Marty Wooldridge, John Thompson, Joey Blanchard and Amelia Kent

Dr. Pitre made a motion, second by James LeLeux to add the Block and Bridle project funding request to the agenda. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Walter Smith made a motion, second by Dr. Pitre to accept the financial report as presented. The motion passed unanimously.

The minutes of the previous meeting were reviewed. A change needed to be made to the amount of the Louisiana State Fair sponsorship to read: James Arceneaux requested an increase from \$5,000.00 (instead of \$500.00) to \$7,500.00 to LCA for the Louisiana State Fair sponsorship.

Dr. Pitre made a motion, second by Ed Lopinto to approve the minutes with the change from the August 17th, 2018 meeting. The motion passed unanimously.

Funding Requests:

Avery Davidson presented a funding request to sponsor the 2018/2019 broadcast year of “This Week in Louisiana Agriculture” cooking segments that will feature beef. The sponsorship amount being requested is \$5,000.00 and will include pre-and post-segment audio bumpers featuring the Council logo, a year round ad on the TWILA website and the use of beef in segments as often as possible (4 use minimum). Dr. Pitre made a motion second by Mack Shelton to fund the sponsorship of TWILA in the amount of \$5,000.00. A roll call vote was taken. Mack Shelton: yes Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Amelia Kent: abstain, Marty Wooldridge: abstain, Ed Lopinto: yes, Walter Smith: yes. The motion passed.

Vendal Fairchild made a request in the amount of \$500.00 for the beef at the lunch banquet on January 18th of the Ag Expo held in West Monroe, LA, with around 250 people in attendance. The request is for up to \$500.00. Walter Smith made a motion second by John Thompson to fund up to \$500.00 on a reimbursable basis upon receipts for the beef provided at the Friday lunch banquet. A roll call vote was taken. Walter Smith: yes, Mack Shelton: yes, Marty Wooldridge: yes, James LeLeux: yes, Amelia Kent: abstain, Dr. Pitre: yes, Ed Lopinto: yes, John Thompson: yes, Joey Blanchard: yes. The motion passed.

Vendal Fairchild next presented a funding request for the January 18th -19th, 2019 Ag Expo at the Ike Hamilton Expo Center in West Monroe. The amount of this request is \$1,200.00. This will include 2 booth spaces, sponsor recognition at the luncheon, recognition on tickets, advertisement in the program and on the electric sign at the Expo. Marty Wooldridge made a

motion second by Walter Smith to fund the \$1200.00 for Ag Expo. A roll call vote was taken. Marty Wooldridge: yes, Walter Smith: yes, James Leleux: yes, Dr. Pitre: yes, Joey Blanchard: yes, Ed Lopinto: yes, Amelia Kent: abstain, Mack Shelton: yes, John Thompson: yes. The motion passed.

Mack Shelton made a motion second by Walter Smith to have a booth at the 2019 Ag Expo.

Mack Shelton amended his previous motion to include the cost of rooming for anyone manning the booth. Marty Wooldridge seconded this motion. The motion passed unanimously.

A roll call vote was taken to approve the amended motion of having a booth at the 2019 Ag Expo and to include the cost of rooming for anyone manning the booth. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Next, a funding request for the Northeast Louisiana District Livestock Show awards banquet was given by Vendal Fairchild for an up to amount of \$1,000.00 for the cost of the beef served at the banquet. John Thompson made a motion second by Dr. Pitre to fund up to \$1,000.00 for the beef served at the awards banquet. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Blair Hebert, Louisiana County Agricultural Agents Association, presented a \$2,000.00 funding request to the Council to sponsor the LCAAA annual conference. This sponsorship will include: recognition of the Council in the program, LBIC giveaways included in the welcome bags, incorporating beef into the menu, announcements during the conference to recognize LBIC as a sponsor, and the LBIC banner will be displayed throughout the conference. A motion was made by Dr. Pitre and second by James LeLeux to sponsor the LCAAA annual conference in the amount of \$2,000.00. A roll call vote was taken. Walter Smith: no, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: no, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Joey Blanchard presented to the Council the funding request for the South Central District Livestock Show. The sponsorship amount being requested is \$1,000.00 which will include signage, brochures, and any other LBIC promotional information. A motion was made by Marty Wooldridge second by James LeLeux to sponsor the South Central District Livestock Show in the amount of \$1,000.00. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Dr. Pitre made a motion second by Marty Wooldridge to change the Northeast Louisiana District Livestock Show Awards Banquet from reimbursable to immediate funding. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Eric Smith, FFA, presented a \$2,500.00 funding request to the Council for the Meat Evaluation CDE. This will promote red meat and the meat evaluation statewide contest. Walter Smith made a motion second by Marty Wooldridge to fund the request for funding of the Meat Evaluation CDE in the amount of \$2,500.00. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Next Eric Smith discussed an idea for a possible future funding request. The idea is to improve the visual component in agriculture classrooms with new beef cut chart wall posters. Joey Blanchard recommended that a proposal be submitted to CBB for approval and that Eric attend the next meeting with a proposal to present to the Council.

Vendal Fairchild next presented a funding request from the Louisiana Cattlemen's Association for up to \$1,500.00 for beef and beef products at the 2019 Ag Expo. James LeLeux made a motion second by Joey Blanchard to fund the request from LCA for the beef at the 2019 Ag Expo. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: abstain, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: abstain. The motion passed.

Randi Lyn Toups, LSU Block and Bridle, presented to the Council a funding request in the amount of up to \$3,500.00 to provide the meat for the meals given at the tours and the promotional items that will be included in the goody bags at the 2019 National Block and Bridle Convention January 29th – February 1st, 2019. The tours will showcase beef producers, and the project includes a service event that helps to promote beef consumption to high schools in and around the Baton Rouge area. A motion was made by Joey Blanchard second by Dr. Pitre to fund this request in the amount of \$3,500.00. An amendment was made to the original motion by Joey Blanchard second by Marty Wooldridge that the meat and the beef promotional items be a reimbursable up to \$3,500.00 amount. Motion passed. The amended motion made by Joey Blanchard second by Dr. Pitre to fund up to \$3,500.00 reimbursable for the meal and this will include promotional items for the goody bags at the 2019 National Block and Bridle event. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

Old Business:

A report was given by Sallye Dugas and Melissa Muro on the Louisiana Association of Extension 4-H Agents luncheon. 97 agents attended, my plate brochures were handed out and brisket was served. The LBIC banner was displayed during the luncheon.

Next discussed was the LaMooU attendance list. Dr. Pitre made a motion, second by Marty Wooldridge that the Louisiana Beef Industry Council seek an opinion from the Attorney General's office on whether or not full names and parishes of the attendees of the LaMooU event can be provided in private to the Council then returned. Roll call vote: Walter Smith: no, Dr. Pitre: yes, Marty Wooldridge: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, James LeLeux: no, Amelia Kent: abstain, Joey Blanchard: yes. The motion passed. Amelia Kent

will provide a letter to John Walther to send in for an opinion from the Attorney General's office on this matter.

A motion was made by James LeLeux to pay the \$2,200.00 for the LaMooU project. The motion was not seconded.

An update was given on the NGAUS Golf Tournament.

Discussion took place about adding certain internal projects such as Ag Expo and the Associated Grocers shows, as dedicated budget line items.

Dr. Pitre made a motion second by Walter Smith to encourage our contractors to present reoccurring future projects and to present these projects to the Council for consideration for inclusion in the budget.

An amendment to the previous motion was made by Dr. Pitre second by Walter Smith that project requests should be received and presented prior to the Council's end of the fiscal year. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, Mack Shelton: yes, John Thompson: yes, Ed Lopinto: yes, Amelia Kent: abstain, Joey Blanchard: yes, James LeLeux: yes. The motion passed.

New Business:

Discussion took place regarding the Council's website. The Council agreed that they would take a look at other state beef council websites before the next meeting.

The option of a new logo was discussed. The Council would like to see more examples at the next meeting that include the current logo with the cattle heads incorporated in the new logo designs along with the word "industry" and the checkoff logo.

Next, a brochure display option was presented. This would include brochures regarding checkoff information and would be located at sale barns in an effort to reach producers. The Council would like some more information regarding funding for this project. The Council agreed to table this discussion until the next meeting.

The "Beefshi" project with the North American Meat Institution (NAMI) was next discussed. The Council decided that they are interested in participating in this project. It was agreed that Jessica will send a response that the Council is interested and obtain more information on this project.

Amelia Kent next gave a report on the activities of the CBB.

Other Business:

The renewal of the Council's membership in the Federation of State Beef Councils was next discussed. The annual membership cost is \$5,000.00. James LeLeux made a motion second by Dr. Pitre to continue the Council's membership in the Federation of State Beef Councils at a cost of \$5,000.00 for the year. A roll vote was taken. Walter Smith: abstain, Marty Wooldridge: yes, James LeLeux: yes, Joey Blanchard: abstain, John Thompson: no, Amelia Kent: yes, Dr. Pitre:

yes, Ed Lopinto: no, Mack Shelton: no. Motion passed. John Thompson will remain as the Louisiana representative for the Federation of State Beef Councils.

Walter Smith made a motion second by Dr. Pitre to fund the Associated Grocer's Spring Show up to \$2,000.00 as an internal promotion. Motion passed unanimously.

Public Comment:

The next meeting of the Council will take place on February 22nd, 2019 at 1:00 p.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

Walter Smith made a motion, second by John Thompson to adjourn the meeting. The motion passed unanimously.