

Louisiana Beef Industry Council
Minutes
November 5, 2021

Members Present: Mack Shelton, Loyd Dodson, John Thompson, Vandal Fairchild, Allen Blanchard, Nickey Smith, James LeLeux, Jeremy Richardson and Amelia Kent

Vandal Fairchild made a motion, seconded by Loyd Dodson to approve the August 27, 2021 meeting minutes. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council.

Mack Shelton discussed the funded projects totals. Vandal Fairchild made a motion. Further discussion took place. Vandal Fairchild retracted his motion. Allen Blanchard made a motion, seconded by Nickey Smith to tap into the Council's cash reserve for the programming for the rest of the fiscal year. The motion passed unanimously.

The Council resumed the financial report discussion. Nickey Smith made a motion, seconded by Vandal Fairchild to approve the financials. The motion passed unanimously.

Funding Requests:

Chris Brooks, presented a funding request for Restaurant Week taking place on January 24-29, 2022. This sponsorship will promote beef by being featured as an entree on custom printed menus, table tents, check presenters, city-wide digital billboards, features on WAFB & BR Proud, features on Guaranty Broadcasting, 25,000+ fans and followers on social media, 20,000+ daily emails subscribers menus featured on digbr.com, eatbr.com, wafb.com, Opentable, and visitbr.com, over 1 million page views during event month and a \$2 donation per social media post with #eatbr given to the Greater Baton Rouge Food Bank. Loyd Dodson made a motion, seconded by Nickey Smith to approve the sponsorship of Restaurant Week for the amount of \$10,000.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Nickey Smith, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Loyd Dodson, yes; Jeremy Richardson, yes; James LeLeux, Amelia Kent, abstain. The motion passes.

Old Business:

Jeff Florence, Federation of State Beef Councils, gave an update on the final results of the digital Southeastern States Campaign. This campaign promoted the 2021 summer grilling season Memorial Day through Labor Day. Digital advertisements ran on YouTube, Spotify and Google. The final campaign had over 10 million engagements (video views, audio listens and clicks).

Skyler Lenz, also with the Federation of State Beef Councils, presented the final report of the 2021 LBIC Digital Media Campaign running through 05/31/2021 – 09/10/2021. This campaign

objective is to maximize the awareness of the *Beef. It's What's For Dinner.* brand and promote summer grilling across the state of Louisiana using a mix of the newly-created national summer grilling assets and always-on recipe content through YouTube, Spotify and Google Search. The final campaign results are as follows: YouTube impressions: 1,756,761 and 1,196,004 video views, Spotify: 333,101 impressions and 304,613 audio listens and Google: 103,890 impressions.

A link was sent to the Council which was a local news story showcasing the success of the October 6 Vernon Parish Youth Day. The purpose of Youth Day is to educate students about what it takes to raise the food that is on their table.

Vendal Fairchild gave a report on the 2021 State Fair. This event took place on October 28 – November 14 in Shreveport, LA.

The 2021 Fall Associated Grocer's show was cancelled due to COVID-19. Discussion took place regarding the 2022 Spring show.

The Ag Expo is still set to take place on January 14-15, 2022 at the Ike Hamilton Expo Center in West Monroe, LA. Council members are asked to man the LBIC booth at Ag Expo.

The Louisiana Department of Agriculture and Forestry approved the promotional grant for the amount of \$12,500.00. This grant will be used towards the Louisiana Radio Network campaign in the summer of 2022.

New Business:

The election of officers took place. Vendal Fairchild made a motion, seconded by Loyd Dodson to keep the current officers. Amelia Kent, Chairman; John Thompson, Vice-Chairman and Mack Shelton, Secretary/Treasurer. The motion passed unanimously.

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

Other Business:

No other business.

Public Comment:

Kevin Wofford, Louisiana Department of Ag and Forestry gave an update on the activities at the Department.

The next meeting of the Council will take place on Friday, March 11, 2022 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vendal Fairchild made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.

- ❖ The next LBIC meeting has been rescheduled to Friday, March 18, 2022 at 9:00 a.m. at the Louisiana Department of Agriculture and Forestry.