

Louisiana Egg Commission Meeting
November 17, 2021
10:00 AM
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting of LEC was called to order by Josh Yarborough, Chairman.

ROLL CALL

The roll was called by Stacy Junker, Secretary. Members/Alternates present: Chris Trahan, Corey Davis, Jeanette Eisworth, Dr. Ashley Edwards, Dr. Brent Robbins, Mark Westmoland, and Josh Yarborough.

INTRODUCTION OF GUESTS

Special guests present were: Katie Guasco of Louisiana Cookin' Magazine; Kyle Coates of Louisiana Radio Network; Dr. Patrick Tuck, Executive Director Louisiana 4-H; Emerson Lyons, Louisiana FFA State Reporter; and Brooke Comeaux, Louisiana FFA.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

Minutes from the April 7, 2021, meeting were considered for approval. A motion to approve was made by Jeanette Eisworth, with a second made by Dr. Ashley Edwards. Minutes were approved with none opposed.

OLD BUSINESS

The division report was given by Natalie Glover. A motion to approve was made by Trent Vinci, to approve and a second was made by Mark Westmoland. Approval was unanimous.

The financial report was also given by Natalie Glover. There were no comments or questions.

Prior promotional activities report was given by Jim Jenkins. There were no comments or questions.

The 2021 Eric Lee Memorial Scholarship winner was Brennan Uzee and the 2021 LSU Poultry Judging Award was awarded to Dylan Elkins. Due to Covid restrictions, we did not have in person presentations this year.

NEW BUSINESS

Katie Guasco made a presentation for La Cookin' Magazine on behalf of Hoffman Media, which the LEC has advertised in for many years.

Kyle Coates made a presentation for La Radio Network. They are increasing our advertisements, however, the cost will remain the same as prior year.

Dr. Patrick Tuck made a presentation for the Louisiana 4-H Foundation.

Emerson Lyons spoke briefly about the activities of the Louisiana FFA and expressed gratitude to the Commission for our prior sponsorship and requested consideration for our future support.

All guests were dismissed and the following discussions, motions and votes were made:

Louisiana Cookin Magazine: Jeanette Esworth made a motion to accept and Corey Davis made the second. Motion passed unanimously.

Louisiana Radio Network: Discussion was held on the weeks our advertisements will run for this year & next year. A motion was made by Corey Davis to approve the advertising package with La. Radio and was a second was made by Jeanette Esworth with the stipulation that we request 2 weeks of advertising for Thanksgiving, Christmas, and Easter. The motion passed unanimously.

Louisiana 4-H Foundation: Discussion was held on previous years' contributions, including our partnership with LCA to cook at the 4-H awards ceremony. Jim Jenkins requested that we make a \$2500 contribution. Mark Westmoland made a motion that we pay this amount and Chris Trahan made the second. The motion passed with all in favor.

Louisiana FFA Association: Jim discussed that we had received an email from them requesting that we sponsor them with \$1,000. He suggested we increase it to \$1500. A motion was made by Jeanette Esworth and a second was made by Corey Davis. The motion passed unanimously.

Jim Jenkins began the discussion on Purchasing Authority and Sponsorship Amounts. In the past, we have had a rule of thumb that if we had a request for a sponsorship of \$500 or less, that the director of the Egg Commission could approve that sponsorship. It was requested that in the future, we increase this amount to \$1000 that can be approved by the director. Natalie discussed our endeavors to obtain a LaCarte card for the Egg Commission thru our Purchasing Department so that we can use it for the groceries and travel and Facebook ads. Currently, employees are paying for these out of pocket and waiting for reimbursement when checks are written monthly. Stacy Junker discussed further how the Lacarte card works and the requirements and authorizations that have to be given before using the card.

Dr. Robbins requested that at every meeting the backup paperwork for any credit card purchases be brought for review by the Commission. It was agreed that these transactions will be included in our financial statement. After further discussion a motion was made by Mark Westmoland that the LEC Director have authority to approve purchases on a Lacarte Card up to \$1500 and anything over that up to \$3000 maximum, per transaction, must be approved by the Chairman and one other member. Corey Davis made the second motion and Committee approval was unanimous.

A motion was made by Jeanette Esworth that we keep these same guidelines for Sponsorship approvals. Chris Trahan made the second and motions were approved unanimously.

At this time, Kevin Wofford, the new Assistant Commissioner was able to join the meeting and Jim Jenkins introduced him to the Commission.

Natalie gave an update on the Certified Louisiana Program for 2021-2022. We were awarded \$15,000. At this time we have two options for which we can use the money. We can pay for the billboard on I-10 in partnership with the Louisiana Cattlemen's Association and use the remainder as partial payment of Louisiana Cookin' or use it to contract with Chef Alon Shaya, who recently contacted us requesting a

partnership with LEC. Chef Alon is a James Beard Award winner and has opened 3 restaurants in New Orleans: Saba, Safta, and Miss River. The 3 month partnership will include the use of Alon's name, image, and likeness during the term in digital & social media, a 30 minute interview with Dr. Strain & Chef Alon, a 2 hour production session in which he would cook 2 original recipes that feature Louisiana Eggs & Certified Louisiana Farm to Table products, and 2 static Instagram posts and 2 Instagram stories are included in the proposal.

Much discussion regarding the partnership with Chef Alon ensued. The Commission recommended that Chef Alon provide a contract of 12 months rather than 3 and also, 12 Instagram posts (one per month) and 4 Instagram stories (one per quarter). A motion was put forth that if Chef Alon Shaya and team agrees to these terms then we will move forward with the contract. Corey made the motion to approve if they agreed to this and Mark Westmoland made the second.

Recommendation was made that if the contract with Chef Alon does not go thru then the Certified Grant money will be used to pay for the billboard on I-10 and the balance will be applied to the La. Cookin' advertisements. The value of the billboard was discussed, however, no motion to discontinue it was put forth.

Natalie Glover reported on upcoming promotional activities. At this time, promotional events are still at a minimum due to Covid restrictions but we do anticipate an increase in requests for breakfasts and exhibitions in the near future.

A reminder was given to all members to complete the Board of Ethics training that must be completed by December 31, 2021.

PUBLIC COMMENT

There was no public comment.

NEXT MEETING

Tentatively scheduled for March 30, 2022.

COMMENTS FROM JIM

Jim Jenkins announced his upcoming retirement on February 4, 2022, from LDAF after 40 years of service. Josh presented Jim with a plaque in recognition & gratitude of his work with the LEC.

ADJOURNMENT

The motion to adjourn was made by Corey Davis and the second was made by Dr. Robbins. Meeting adjourned.