

**LOUISIANA RICE PROMOTION BOARD**  
Board of Directors Meeting  
Meeting Minutes  
LSU AgCenter Rice Research Station, Crowley, LA  
Tuesday, September 23, 2014

**Officers and Members Present:** Kevin Berken, Tommy Faulk, Jeff Durand, Jimmy Hoppe, Christian Richard, Glendon Marceaux, and John Compton.

**Officers and Members Not Present:** Wayne Zaunbreher, John Owens, Ronald Habetz

**Staff Present:** Jamie LeJeune, Scott Privat, Benji Rayburn, and Julie Richard

**Others Present:** Randy Jemison

**Call to order, certification of a quorum, agenda review, approval of June 20, 2011 minutes and opening comments.**

Chairman Berken called the meeting to order at 10:15 a.m. and welcomed members and guests.

Scott Privat certified that a quorum was present.

Chairman Berken gave an overview of the responsibilities of the board and asked that all members and others present introduce themselves. He stated that the seat previously held by Blue Zaunbrecher was now held by John Owens.

Chairman Berken presented the agenda for consideration. The agenda was accepted as presented by consensus.

**MOTION** by Jimmy; **Second** by Jeff

**To accept the minutes of the June 25, 2014 meeting.**

**MOTION CARRIED UNANIMOUSLY**

**Financial Reports**

**Current Financial Report**

Jamie Lejeune, CPA with Broadhurst, Hamilton & Co., provided the current financial report to members and noted that total revenue to date was \$86,640.53. Dues collection has decreased from previous years past.

Jamie also rendered the LARPB financial report noting that assessments for the year ending June 30, 2014 totaled \$689,631 as compared to \$897,141 in 2013. Broussard noted that expenses for

the year ending June 30, 2013 totaled \$707,465, which included payments to the USA Rice Council of \$630,000. She provided the amended 2013-14 financial report to members present.

**MOTION** by Tommy, **Second** by Jeff

**To accept the 2013-14 financials and amended budget as presented.**

**MOTION CARRIED UNANIMOUSLY**

Amended budget included on next page, Page 3.

LOUISIANA RICE PROMOTION BOARD  
DEPARTMENT OF AGRICULTURE  
STATE OF LOUISIANA  
GOVERNMENTAL FUND TYPE - GENERAL FUND

AMENDED BUDGET OF REVENUES AND EXPENSES  
FOR THE YEAR ENDING JUNE 30, 2014

	<u>Original Budget</u>	<u>Actual at June 30, 2014</u>	<u>Amended Budget</u>
<b><u>REVENUES</u></b>			
Assessments	\$ 720,000	\$ 689,631	\$ 689,631
<b><u>EXPENSES</u></b>			
Collection charges	\$ 12,000	\$ 12,000	\$ 12,000
Dues - U.S. Rice Producers	10,921	8,323	8,323
Miscellaneous	100	250	250
Professional services	6,450	7,450	7,450
Refunds	-	33,192	33,192
Rice promotion			
Ag Magic	1,000	-	-
Cooking up with Treasures	6,500	-	-
Farm Bureau - "This Week in LA Ag"	5,000	5,000	5,000
LA Network	5,000	5,000	5,000
LA Rice Check Off Program Postage	-	1,913	1,913
National Rice Month	1,200	1,200	1,200
Other Rice Promotion	<u>667,692</u>	<u>-</u>	<u>-</u>
Total rice promotion	686,392	13,113	13,113
Surety Bond	137	137	137
Travel	4,000	3,000	3,000
U. S. Rice Council	<u>-</u>	<u>630,000</u>	<u>630,000</u>
<b>Total Expenses</b>	<b>\$ 720,000</b>	<b>\$ 707,465</b>	<b>\$ 707,465</b>
<b>EXCESS OF EXPENSES OVER REVENUES</b>	<b>\$ -</b>	<b>\$ 17,834</b>	<b>\$ 17,834</b>

APPROVED

  
Chairman of the Board

  
Secretary of the Board

### **Update on In-state Promotion Projects**

Randy Jemison presented an update on the status of in-state projects noting in-part that:

- The 2014 Sponsorship of AgMagic was not invoiced and the board will not have to pay for the 2014 sponsorship.
- The September radio campaign is forthcoming over the next month. Camellia has backed out of the partnership in the current campaign but this will not affect the agreement with the Rice Promotion Board. The ads will run September 8-26 and will include 18; 30 second commercials aired over 52 stations.
- The Annual Yellow Rails and Rice Festival will be held at the end of October and the beginning of November.

Jeff Durand mentioned a possible cost share with Ducks Unlimited for a Billboard promoting Rice. Randy was asked to contact Alecia Wiseman to look into costs.

### **Ethics Update**

Scott Privat updated the board on the new law and the refund provision. Board members discussed the importance of themselves volunteering check off funds and their individual rights of each member to refrain from volunteering their check off funds.

Scott reminded the board of their fiduciary responsibility as a La Rice Promotion Board Member.

Scott also reminded members that the Tier 2.1 Personal Financial Disclosure Statement is due annually on May 15<sup>th</sup>

Senate Ethics Questionnaires are due as soon as possible and were included in the packet with the appointment letter each board member received.

Members were reminded to complete the Ethics Compliance course yearly. This course is located on the Web as well as several in person locations across the state.

The question of whether the board should purchase insurance to cover members for liability was posed. The state statute protection covers personal/ individuals from suit but does not protect against ethics violations. Julie was asked to look into whether promotion money can be spent for this type of purchase and if this type of insurance exists.

### **Election of Officers, LA Rice Producers' Group Representative, and Education Liaison on Ethics**

Kevin Berken was nominated for the office of Chairman.

**MOTION** by Jimmy, **Second** by Jeff

**To reelect Chairman Berken by acclamation.**

**MOTION CARRIED UNANIMOUSLY**

Christian Richard was nominated for the office of Vice-Chairman.

**MOTION** by Tommy, **Second** by John

**To reelect Christian Richard by acclamation.**

**MOTION CARRIED UNANIMOUSLY**

Tommy Faulk was nominated for the office of Secretary/ Treasurer.

**MOTION** by Jimmy, **Second** by Christian

**To elect Tommy Faulk by acclamation.**

**MOTION CARRIED UNANIMOUSLY**

Appointment of Education Liaison on Ethics

**MOTION** made by Jimmy, **Second** by Christian

**To reappoint Scott Privat as LA Ethics Commission liaison for the LA Rice Promotion Board.**

**MOTION CARRIED UNANIMOUSLY**

Appointment of LARPB Representative to LARPG

**MOTION** by Jimmy, **Second** by Tommy

**To appoint Christian Richard as LARPB Representative to LA Rice Producers' Group**

**MOTION CARRIED UNANIMOUSLY**

**Oath of Office**

Scott Privat administered the oath of office to all member present. Oaths are to be filed with the secretary of state.

**Other Business**

None

**Public Comments**

None

**Adjournment**

There being no further business the meeting was adjourned at 12:14 a.m.

**MOTION** by Jeff, **Second** by Jimmy

**MOTION CARRIED UNANIMOUSLY**