Louisiana Beef Industry Council

Minutes

May 25th, 2018

The meeting was called to order by Chairman Walter Smith.

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

Ed Lopinto made a motion, second by John Thompson to adopt the minutes from the January 19th, 2018 meeting. The motion passed unanimously.

Three budget line items need to be amended:

The line items need to be amended as follows: Travel line item increase to $4,000.00, $5,000.00 for the membership dues to the Federation of State Beef Councils, and increase the promotion expenses out of state money to $1,000.00.

Amelia Kent made a motion, second by Mack Shelton to amend the budget. The motion passed unanimously.

The Council next reviewed the financial report sent by Peter Barrios. Marty Wooldridge made a motion, second by Joey Blanchard to accept the financial report as presented. The motion passed unanimously.

Sadie Phelps, Louisiana Agriscience Teachers Association (LATA) President, presented to the Council a funding request in the amount of $1,800.00 for the Council to sponsor their annual conference geared toward agriculture teachers. There will be a booth set up at the conference to promote beef with educational materials, recipes, beef jerky and a ribeye meal.

Dr. Shelia Pitre made a motion to fund this project in the amount of $1,800.00.

Dr. Pitre amended the motion, second by Amelia Kent, for the Council to provide the promotional materials for the booth and fund $1,800.00 for the LATA conference. Motion passed unanimously.

Sallye Dugas, Louisiana Association of Extension 4-H Agents, will have their annual conference in August and they are asking for help with funding to provide a meal. All 4-H agents from across the state will be in attendance. Beef will be promoted with the LBIC banner and educational materials. The request for sponsorship is $1,000.00.

Dr. Shelia Pitre, second by Marty Wooldridge, made a motion to sponsor this meal at the LAE4HA conference in the amount of $1,000.00. The motion passed unanimously.

Next, Randi-Lyn Toups, National Convention Chair of the LSU Block and Bridle, presented to the Council a sponsorship request for the 2019 National Block and Bridle Convention. The funding request is $5,000.00 for the Council to be a sponsor. The Council decided to table this funding request in order to gain some more information on how beef would be promoted at this event.

Amelia Kent made a motion, second by Marty Wooldridge to table this funding request until the next meeting. The motion passed unanimously.

Joey Blanchard made a motion, second by Marty Wooldridge to hear the request for LA-MOOU funding. The motion passed unanimously.

James Arceneaux, presented the funding request for LA MOO U. This is a project that targets young cattle producers in a variety of ways to provide them with the tools to inform consumers with nutritional information and safety of beef and beef products.

Joey Blanchard made a motion, second by Marty Wooldridge to fund this request at $100.00 per registered youth participant with a cap of $10,000.00 to fund LA MOO U. The motion passed unanimously.

James Leleux made a motion, second by Dr. Shelia Pitre to hear the funding request from the National Guard Major William Saint. The motion passed unanimously.

Major Saint presented a sponsorship funding request to the Council regarding the annual National Guard General Conference held in New Orleans. The Council would be the premier sponsor of the golf tournament. LBIC promotional materials will be displayed and given out to attendees.

John Thompson made a motion, second by Marty Wooldridge to fund up to $3,000.00 for the sponsorship of the National Guard Association of Louisiana General Conference Golf Tournament. The motion passed unanimously.

Old Business:

Crystal Ahrens next gave a report on the summary of the LBIC 4-H/FFA Beef Poster Contest. They had over 1,100 participants in the contest. The winning posters were displayed for viewing by over 5,000 people during AgMagic on LSU campus. The entries have been continually used to promote beef during beef month via social media.

Marty Wooldridge made a motion, second by Joey Blanchard to fund the 2019 LBIC 4-H/FFA Beef Poster Contest for $2,000.00. The motion passed unanimously.

Stan Dutile, LSU AgCenter, gave a project report on the Acadiana District Livestock Show, the Acadiana Cattle Producers Fall Field Day and Spring Field Day, and the Master Cattlemen’s Program.

Joey Blanchard made a motion, second by Amelia Kent that Peter Barrios reconcile the funding requests that were given by Stan Dutile to see what has and has not been paid. The motion passed unanimously.

The Council asked that Stan Dutile to come back to the next Council meeting to present the funding applications for the upcoming events.

Kyle Coats, Louisiana Radio Network, gave a report on the LBIC radio advertisement campaign. The results of the campaign were measured and over a half of a million people heard the “Eat Beef’ commercial on the radio at a rate of 3.7 times. The Tiger Rag radio program broadcast the commercial runs 2 times at the top of each hour and LBIC sponsors the SEC roundup. This campaign ran for 27 weeks and the commercial was heard over a half a million times. He discussed the 2018 campaign that will air this summer. There are 53 affiliates this year which means that the listenership will be greater than it was last year.

New Business:

An update on the Federation of State Beef Councils orientation meeting was given by James LeLeux and Marty Wooldridge. This was an orientation put on for all new state beef councils that joined the Federation. The meeting went well and it was educational and informative.

Jessica Lange discussed the website services offered by the Federation of State Beef Councils.

John Thompson made a motion, second by Ed Lopinto to table the LBIC website discussion. The motion passed unanimously.

Next, she went over the cooking show “Cooking Up Louisiana Treasures” with Chef Celeste Gill. The cooking segments will feature cooking show, recipes and other educational information.

The next topic discussed was the renewal of Peter Barrios and Jessica Lange’s contracts.

Mack Shelton made a motion, second by Joey Blanchard to approve Peter Barrios’ contract. The motion passed unanimously.

Joey Blanchard made a motion, second by Marty Wooldridge to renew Jessica Lange’s contract in the amount of $10,000.00. The motion passed unanimously.

Joey Blanchard made a motion, second by Amelia Kent to revise the previous motion regarding Peter’s contract to the corrected amount of $1,300.00 a month. The motion passed unanimously.

Amelia Kent made a motion, second by Marty Wooldridge to change the following budget line items to: $15,600.00 for Peter Barrios and travel needs to be changed to $4,000.00. The motion passed unanimously.

John Thompson made a motion, second by Amelia Kent to table the discussion regarding having a Council credit/debit card. The motion passed unanimously.

Amelia Kent gave an update on the meeting held between a few members of the Council and Associated Grocer’s regarding the meat cutting seminars for butchers. Amelia will continue to have a dialogue with Associated Grocer’s on the direction and how to approach the different ideas for this project.

Amelia Kent next gave a report on the activities of the CBB. The next meeting will be in August in Denver.

Public Comment:

There was no public comment that took place.

Mack Shelton made a motion, second by John Thompson to move all of the Council meetings to Baton Rouge. The motion passed unanimously.

It was discussed that at the next meeting the Council will discuss the possibility of setting up all of the meetings ahead of time for the year.

The next meeting of the Council will take place on August 17th, 2018 at 1:00 p.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

Dr. Shelia Pitre made a motion, second by Walter Smith to adjourn the meeting. The motion passed unanimously.