

Louisiana Beef Industry Council Meeting

February 26th, 2016

5852 Florida Blvd.

Baton Rouge, LA 70806

Minutes

Meeting was called to order by Chairman Ronald Black.

Members present: Dr. Sheila Pitre, Joey Blanchard, Randy Toups, Amelia Kent, Walter Smith, Ronald Black, Ed Lopinto, Mack Shelton, and Dr. Brent Robbins (representing Mike Strain). Members absent: Marty Wooldridge. Note: Genevieve Lyons, Louisiana's Representative to CBB, was also present.

Motion: Walter Smith made a motion, seconded by Dr. Sheila Pitre, to adopt the minutes from the December 18, 2015 meeting. Motion passed unanimously.

Jeffery Marshall presented the beta version of the LBIC website for review by members. After considerable discussion, it was agreed on by the council to have a one week comment period on additions and/or changes to the website with a goal for the website to be up and running in two weeks.

Motion: Walter Smith made a motion, seconded by Joey Blanchard, to pay Paper Airplane Media (Jeffery Marshall) \$720.00 upon a receipt of an invoice for out of pocket expenses and the work done on the LBIC website thus far. Motion passed unanimously.

Motion: Walter Smith made a motion, seconded by Amelia Kent, to give a \$1000.00 sponsorship to the St. Landry Parish Cattlemen's Association's annual "Here's the Beef Cook Off". Motion passed unanimously. Jay Guidry made the presentation concerning this project.

Motion: Amelia Kent made a motion, seconded by Ed Lopinto, to give a \$5000.00 sponsorship to the Louisiana Cattlemen's Foundation. The vote was by roll call. Amelia Kent, Walter Smith, Mack Shelton, Ed Lopinto, and Ronald Black voted in favor of the motion. Randy Toups, Dr. Sheila Pitre, and Joey Blanchard voted against the motion. The motion passed with a 5-3 vote. Terry Ardoin made the presentation concerning this project.

Motion: Walter Smith made a motion, seconded by Mack Shelton, to give a \$300.00 sponsorship to the West Carroll Parish 4H Foundation upon receipt of a revised application. Motion passed unanimously. Vendall Fairchild made the presentation concerning this project.

Genevieve Lyons, Louisiana's Representative on the CBB, gave an update on the CBB activities. Ronald Black presented Mrs. Lyons with a Certificate of Appreciation, as she is rotating off as Louisiana's Representative on the CBB and Amelia Kent will be taking her place.

Motion: Walter Smith made a motion, seconded by Dr. Shelia Pitre to reimburse Peter Barrios's airfare to Denver, Colorado, for a CBB training session in the amount of \$400.00 to \$450.00. Motion passed unanimously.

Motion: Dr. Shelia Pitre made a motion, seconded by Amelia Kent, to accept the financial report as presented by Peter Barrios. Motion passed unanimously.

Motion: Joey Blanchard made a motion, seconded by Randy Toups, to rent a 10x10 storage facility at \$80.00 per month. Motion passed unanimously.

Motion: Amelia Kent made a motion, seconded by Joey Blanchard, that LBIC partner with the Louisiana Livestock Auction Markets to get signs that show our support for each other with the signs to be paid for by the Auction Markets. Motion passed unanimously.

Motion: Walter Smith made a motion, seconded by Dr. Shelia Pitre, to purchase ten more banners. Motion passed unanimously.

Motion: Dr. Shelia Pitre made a motion, seconded by Amelia Kent, to purchase buyer's cards as needed. Motion passed unanimously.

Motion: Dr. Shelia Pitre made a motion, seconded by Walter Smith to use \$130,000 as projected income for purposes of preparing a budget. Motion passed unanimously.

Mack Shelton reported that LBIC's ad is in the Ag Trader USA Magazine, as well as on the Ag Trader USA website.

After some discussion, it was determined that Louisiana Cattlemen's Association owns the billboard on Interstate 10 at Port Allen. LBIC asked that Louisiana Cattlemen's Association present a proposal on the billboard at a future LBIC meeting.

Motion: Walter Smith made a motion, seconded by Randy Toups, to have the next LBIC meeting on April 29th, 2016, at 1:00PM. Motion passed unanimously.

Motion: Walter Smith made a motion, seconded by Mack Shelton, to adjourn. Motion passed unanimously.

Minutes approved by the LBIC April 29, 2016