

Louisiana Beef Industry Council
Minutes
October 8, 2020

Members Present: Walter Smith, Loyd Dodson, James LeLeux, Mack Shelton, John Thompson, Allen Blanchard and Amelia Kent

The Council reviewed the minutes of the previous meeting. Walter Smith made a motion, seconded by John Thompson to approve the minutes of the August 6, 2020 meeting. The motion passed unanimously.

Financial Report:

Peter Barrios presented the end of fiscal year report to the Council.

John Thompson made a motion, seconded by Walter Smith to approve the financials. The motion passed unanimously.

The CD with Chase Bank expires on January 20, 2021. Mack Shelton made a motion, seconded by Amelia Kent to renew this CD for \$100,000 for another year. The motion passed unanimously.

Funding Requests:

The Council reviewed a funding request from the Louisiana Pelican News. This is the official publication of the Louisiana Nurses Foundation and is emailed to 30,000 Advanced Practice Nurses, Specialty Nurses and RNs actively licensed by the Louisiana State Board of Nursing and Louisiana State Board of Practical Nurse Examiners. A hard copy of the newsletter is also direct mailed to 1,800 nurse members of the Louisiana Nurses Association as a member benefit. The Council agreed to table the discussion of this funding request and would like more information regarding advertising with this publication and review at a later date. Mack Shelton made a motion, seconded by John Thompson to table this funding request. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Allen Blanchard, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Old Business:

The Council discussed the renewal of membership in the Federation of State Beef Councils. James LeLeux made a motion, seconded by Loyd Dodson to renew the Council's membership in the Federation of State Beef Councils at the \$5,000.00 investment level. A roll call vote was taken. John Thompson, yes; Mack Shelton, no; James LeLeux, yes; Allen Blanchard, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

New Business:

Next reviewed was a letter from Chad Smith, CBB, regarding CBB collections and remittance. Collections compliance ideas were discussed. Loyd Dodson made a motion, seconded by John Thompson for Amelia Kent to compose a compliance and remittance letter and have Peter Barrios send it out to his database contacts including producers, LBIC members, past contractors and existing contractors and to have this letter on the Council's website. The motion passed unanimously.

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

Other Business:

Mack Shelton reported that the Council has an overage of \$3,090.00 from the promotional grant project with Louisiana Radio Network. The proposal is for a half page ad in Tiger Rag magazine that will run in November and December and the LBIC message will appear on a total of 20 digital rotating billboards throughout Louisiana displaying at a minimum of 200 times and a maximum of 400 times daily. John Thompson made a motion, seconded by Loyd Dodson to approve this promotional alternative as presented. The motion passed unanimously.

Crystal Ahrens, Louisiana 4-H Animal Meat Science Specialist, discussed the regional animal meat camps and year round agent training opportunities that were approved previously by the Council. This proposal has been reworked in order to accommodate smaller groups due to COVID-19. Agent training will now be a two-day training held in either March or April with a maximum of 15 agents at the meat lab in Baton Rouge. The first day would be an immersive hands-on meat science experience. The second day will be meat science in-service training and meat science day camp training. The Council's funding will go towards promotional materials, signage, supplies, equipment and educational materials. The funding amount for this alternative scope is \$3,000.00 plus up to \$1,000.00 of promotional materials. John Thompson made a motion, seconded by Mack Shelton to approve the alternative proposal and release approved funds for the 4-H regional meat camps and agent training. The motion passed unanimously.

Amelia Kent reported to the Council that the \$2,500.00 in approved funds for The Noah's Ark Hurricane Laura and Delta relief would not be utilized.

Mack Shelton gave a report on funded projects that have taken place and those that were cancelled due to COVID-19.

Amelia Kent mentioned that the budget would need to be amended at the next meeting to reflect the Federation of State Beef Councils membership renewal and any travel costs associated with Federation travel.

Public Comment:

No public comment.

The next meeting of the Council will take place on Friday, February 26 at 9:00 a.m., location TBD pending any executive order related to COVID-19. Loyd Dodson made a motion, seconded by James LeLeux to adjourn the meeting. The motion passed unanimously.