

LOUISIANA RICE PROMOTION BOARD

DRAFT Board of Directors Meeting

Meeting Minutes

Teleconference/Zoom

Tuesday, August 17, 2021

Call to order, opening comments, and certification of quorum

Chairman Owen called the meeting to order at 8:04 am and welcomed members and guests. Quorum was certified.

Agenda review and approval of June 30, 2021 minutes

Chairman Owen presented the agenda and the minutes for consideration.

MOTION by Kent Brown; **SECOND** by Paul Johnson

To accept agenda as presented.

MOTION CARRIED UNANIMOUSLY

MOTION by Paul Zaunbrecher; **SECOND** by Paul Johnson

To accept the June 30, 2021 minutes as submitted.

MOTION CARRIED UNANIMOUSLY

Certified LA Grant Update and Funding Request

John Owen, Chairman asked Jennifer Marsh to present on an updated proposal to the Board for the Certified LA Promotion Project with the additional funds received from the LDAF Grant.

Jennifer presented detailed information in shared spreadsheet, breaking out regions by month and media outlets for Certified LA messaging based on criteria for maximizing exposure of start with Rice campaign messages. The presentation included utilizing funds to access additional markets, compared to the prior meeting and approval of a smaller project based on the \$15,000 grant allocation, and including the additional \$60,000 received to combine the total project into a \$75,000 budget.

Following the presentation Chairman Owen called for questions.

Act on Funding Requests

MOTION by Kent Brown; **SECOND** by Kane Fontenot

To accept funding of the \$75,000 Certified LA Rice Promotion with the funds received from the LDAF Grant.

MOTION CARRIED UNANIMOUSLY

There was no further business before the Board.

Public Comments

Chairman Owen called for public comments

Steve Linscombe reminded the group that applications were being taken for the Rice Foundation's Leadership Class and urged the group to share with fellow growers.

Kane Webb reminded the group they would be contacted soon to participate in recording the Rice Reports for this fall airing later in the month.

Adjournment

MOTION by Paul Zaunbrecher; **SECOND** by Kane Fontenot

To adjourn the meeting.

MOTION CARRIED UNANIMOUSLY

Meeting at was adjourned at 8:30 am