

LOUISIANA RICE PROMOTION BOARD

Board of Directors Meeting

Meeting Minutes

LSU AgCenter Rice Research Station, Crowley, LA

Wednesday, June 27, 2018

Officers and Members Present:

John Owen, Christian Richard, Tommy Faulk, Kevin Berken, Ronald Habetz, Jimmy Hoppe, Glendon Marceaux, Kent Brown

Officers and Members Not Present:

Jeff Durand , Paul Johnson and Dr. Mike Strain

Staff Present:

Nicole Broussard and Scott Privat

Others Present:

Michelle Rivera, Mary Jemison, Jennifer Marsh, Bruce Schultz, and Kane Webb

Call to order, opening comments and certification of quorum

Chairman Owen called the meeting to order at 12:23 pm and welcomed members and guests. Quorum was certified.

There was a discussion as to whether or not there was a need to go into Executive Session. It was noted an Executive Session was needed.

**MOTION** by Kevin Berken; **Second** by Christian Richard

To go into Executive Session

**MOTION CARRIED UNANIMOUSLY**

**EXECUTIVE SESSION ENDED AND THE BOARD OF DIRECTOR MEETING RESUMED AT 1:43 PM**

Agenda review and approval of November 28, 2017 minutes

Chairman Owen presented the agenda and the minutes for consideration.

**MOTION** by Jimmy Hoppe; **Second** by Kent Brown

To accept agenda as presented.

**MOTION CARRIED UNANIMOUSLY**

**MOTION** by Tommy Faulk; **Second** by Ronald Habetz

To accept the November 28, 2017 minutes as submitted

**MOTION CARRIED UNANIMOUSLY**

**Legal Update**

**MOTION** by Kevin Berken; **Second** by Ronald Habetz

To hire Phillips and Denbar as legal representatives

**MOTION CARRIED UNANIMOUSLY**

**Louisiana Department of Agriculture Report**

Dr. Mike Strain was not in attendance but was represented by Mrs. Michelle Rivera. She stated the Commissioner wanted to pass along his appreciation for all of the work the Board has done for the promotion of rice. She then stated that they were now finished with all Legislative Sessions and were now back in their offices.

**LARPB Financial Reports**

Nicole Broussard, CPA with Broadhurst, Hamilton & Co., presented the current financial report noting that income to-date for the current fiscal year was \$812,131.25 and refunds to-date of \$49,951.79. The Louisiana Rice Promotion Board is still awaiting the final Assessment Check for the FYE 06/30/208.

Chairman Owen asked the Board to review the financial reports including the general ledger. There were no questions from the Board concerning the financial reports.

Mrs. Broussard also reminded all Members to file their Financial Disclosures if they have not done so already.

It was requested by Chairman Owen to have noted in the minutes that the Bank Reconciliations and Bank Statements have been reviewed for the year.

**MOTION** by Jimmy Hoppe, **SECOND** by Christian Richard

To approve financials statements as rendered.

## MOTION CARRIED UNANIMOUSLY

### In-state, Board-Directed Promotion Projects Update

Kane Webb directed the members' attention to the in-state promotion report that was provided in their meeting packets. Webb provided a status report with goals and accomplishments for all in-state projects, including Ag Magic, Louisiana Farm Bureau TV cooking segment, and the Louisiana Radio Network National Rice Month Radio Campaign. It was also noted the National Rice Month 5-K Rice Run was no longer being held.

### Funding Request Reports

Chairman Owen directed member's attention to the written funding requests that were in their meeting packets and were provided to them prior to the meeting. He noted that two of the organizations requesting funding, USA Rice Council and the Louisiana Radio Network were in attendance to make oral reports and requests.

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#### USA Rice Council

Michael Klein with USA Rice Federation provided the USA Rice Council and Federation report. A handout - "Access & Promotion" was provided instead of a power point presentation as in the past. They are both asking for continued support from the Louisiana Rice Promotion Board.

#### Louisiana Network

Jennifer Marsh with Louisiana Radio Network reiterated the accomplishments of the September 2017 radio campaign listed by Mr. Webb in his report. She then outlined proposed plans for a September 2018 campaign noting a 60-second commercial at a cost of \$5,000.

Ms. Marsh then made a second proposal for a promotion project called "The Louisiana Rice Report". The

program would air, on 20 stations in key agriculture parishes, a one minute report on information specifically prepared for Louisiana growers and consumers. A thirty-second commercial to promote the consumption of rice would run after each report. Additionally, every week, The Voice of Louisiana Agriculture Radio Network will use promotional time to tell listeners about the Louisiana Rice Report and their newsletter will run the latest rice news in the Thursday editions. Finally, they will commit to 50 statewide thirty-second announcements in support of rice consumer outreach programs at no charge as part of this program. The cost of the proposed “Louisiana Rice Report” package would be \$475.00 per week for 13 weeks (September 26 - December 19) for a total of \$6,175.

### Act on Funding Requests

#### USA Rice Council

**MOTION** by Jimmy Hoppe; **Second** by Ronald Habetz

To approve the USA Rice Council funding request, not to exceed \$2 million, and to authorize the Chairman and Secretary to renew the contract.

**MOTION CARRIED UNANIMOUSLY**

#### Louisiana Radio Network

**MOTION** by Ronald Habetz; **Second** by Tommy Faulk

To approve Louisiana Radio Network request for funding of September 2018 campaign with 30-second commercials at a cost of \$5,000 and funding the “Louisiana Rice Report” that would run for thirteen weeks at a cost of \$6,175.

**MOTION CARRIED UNANIMOUSLY**

#### Ag Magic

**MOTION** by Kent Brown; **Second** by Kevin Berken

To approve LSU Ag Center’s request for a \$1,000 sponsorship of the Ag Magic.

**MOTION CARRIED UNANIMOUSLY**

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Ag Expo

**MOTION** by Jimmy Hoppe; **Second** by Tommy Faulk

To approve Ag Expo's request for a \$3,000 sponsorship.

**MOTION CARRIED UNANIMOUSLY**

Act on Contracts

**MOTION** by Kevin Berken; **Second** by Jimmy Hoppe

To approve the contract with Broadhurst Hamilton and Company for professional accounting services for an annual fee of \$3,075.

To approve the contract with Privat and Privat for professional legal services for an annual fee of \$2,000.

To approve the contract with USA Rice Producers' Group for state dues and travel expenses for a total of \$20,000.

**MOTION CARRIED UNANIMOUSLY**

Web page

Chairman Owen introduced Bruce Schultz. He presented an update on the web page and blog.

**MOTION** by Kevin Berken ; **Second** by Jimmy Hoppe

To approve the proposal by Mr. Schultz to maintain the Louisiana Rice Promotion Board web page for a total of \$1,000.

**MOTION CARRIED UNANIMOUSLY**

### Amend and Develop Budgets

The Board then developed the 2017 - 2018 amended budget.

**MOTION** by Tommy Faulk; **Second** by Jimmy Hoppe

To accept the amended budget as developed by the board.

**MOTION CARRIED UNANIMOUSLY**

Nicole Broussard provided members a budget development sheet and assisted the board in development of the budget for 2018 - 2019.

**MOTION** by Ronald Habetz; **Second** by Kent Brown

To approve the 2018 - 2019 Budget as developed by the board.

**MOTION CARRIED UNANIMOUSLY**

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### Appointments and Election of Officers

#### Appointment of Education Liaison on Ethics

**MOTION** by Kevin Berken; **Second** by Jimmy Hoppe

To reappoint Scott Privat as the board's Education Liaison on Ethics.

**MOTION CARRIED UNANIMOUSLY**

Appointment of LARPB Representative to Louisiana Rice Farmer' Group

**MOTION** by Jimmy Hoppe; **Second** by Kevin Berken

To reappoint Christian Richard as the board's representative to Louisiana Rice Farmers' Group.

**MOTION CARRIED UNANIMOUSLY**

Election of Officers

Chairman Owen announced the offices of Chairman, Vice- Chairman and Secretary/Treasurer need to be filled.

Christian Richard state the slate of officers from the 2017 -2018 should be nominated for the 2018 -2019 term. They are John Owen as chairman, Paul Johnson as vice chairman and Tommy Faulk as secretary/treasurer.

Signatories on the checking account will remain Kevin Berken, Tommy Faulk and Christian Richard.

**MOTION** by Christian Richard; **Second** by Jimmy Hoppe

To elect the slate of officers nominated John Owen as chairman, Paul Johnson as vice chairman and Tommy Faulk as secretary/treasurer and to reappoint the signatories on the checking account as Kevin Berken, Tommy Faulk and Christian Richard.

**MOTION CARRIED UNANIMOUSLY**

Public Comments

Chairman Owen called for public comments. None were offered.

Adjournment

**MOTION** by Kevin Berken; **Second** by Christian Richard

To adjourn the meeting.

**MOTION CARRIED UNANIMOUSLY**



Meeting at was adjourned at 3:17 pm