Louisiana Beef Industry Council

Minutes

November 3, 2017

The meeting was called to order by Chairman Walter Smith.

Members Present: Walter Smith, James LeLeux, Mack Shelton, Marty Wooldridge, Amelia Kent, and John Thompson

Mack Shelton made a motion, second by John Thompson to adopt the minutes from the September 28, 2017 meeting. The motion passed unanimously.

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

Next, Weldon Wynn, Federation Regional Vice-President Arkansas, made a presentation on the Federation of State Beef Councils. The Federation is the alliance of all state beef councils that funds, develops, and implements beef checkoff programs through a state/national partnership. The vision of the Federation is to build beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership. As a member of the Federation the following services are offered: Information Technology, Graphic Design, Communications and State Collaboration. Investing in the Federation provides your state: A seat on the Federation Board, a seat on checkoff committees and a voice for local engagement. He explained that it would cost the Council $5,000.00 to become a part of the Federation. The Council agreed to table this issue until further discussion took place.

Next, Sandy Lyons, Executive Director, North Louisiana Agri-Business Council, requested funding for sponsorship of the January 19 & 20, 2018 Ag Expo at the Ike Hamilton Expo Center in West Monroe. It was estimated that 10,000 people attended the previous year’s Ag Expo. This is an Ag educational and networking event. The sponsorship fee of $1,200.00 will include booth space, recognition of sponsorship and complimentary tickets to the Ag Expo.

John Thompson made a motion, second by James LeLeux to fund $1,200.00 for the sponsorship of the 2018 North Louisiana Agri-Business Council Ag Expo. Also included in the motion was to make the Ag Expo a reoccurring budget item. The motion passed unanimously.

Next discussed was an ethics opinion regarding members of the Council being able to make a motion or vote on a motion to approve funds or disbursements/reimbursements to organizations that appointed such members to the Council. This opinion was from the Attorney General that the Council received via email. The Board of Ethics concluded that the Code of Governmental Ethics would prohibit members of the Council from voting or approving funds to be disbursed or reimbursed to any organization from which they serve as an officer or vice president. However, members who do not serve in any capacity as described in La. R.S. 42:1112B(3) within their appointing organization would not be prohibited from voting or approving funds to be disbursed or reimbursed to their appointing organization. La. R.S. 42:1112B(3) provides that no public servant shall participate in a transaction involving his governmental entity in which an entity of which he is an officer, director, trustee, partner or employee has a substantial economic interest. The position of vice president is considered an officer position within an organization. The Council members serving in the capacity as members of executive committees or representing a district are not considered officers in regard to La. R.S. 42:1112B(3). The described prohibition on certain Council members participation based upon their position as an officer in their respective appointing authorities would apply to any transaction, including the presentation of a project for funds or reimbursement from the Council, in which their appointing authorities has a substantial economic interest.

Old Business:

James LeLeux discussed with the Council the Vermilion Parish advertisement and if the Council would like to run the same advertisement as last year.

John Thompson made a motion, second by Amelia Kent to run the same advertisement in the Vermilion Parish advertisement. The motion passed unanimously.

New Business:

Next Mack Shelton let the Council know that a letter was received from Dean Oster with the CBB stating that the Council was is in compliance for the 2016 audit year.

The Council next opened up discussion regarding the Federation of State Beef Councils.

James LeLeux made a motion, second by Marty Wooldridge to fund $5,000.00 for the LBIC to join the Federation of State Beef Councils.

A roll call vote was taken. Marty Wooldridge voted yes, Amelia Kent voted yes, James LeLeux voted yes, John Thompson voted no, Mack Shelton voted no. The motion passed 3 in favor and 2 in opposition.

John Thompson was chosen to be the representative on behalf of the LBIC on the Federation of State Beef Councils and the LBIC would cover his reasonable travel expenses for meetings.

Next, Jessica Lange gave a presentation regarding the updating of the Council’s promotional display board.

Marty Wooldridge made a motion, second by James LeLeux for Jessica to update the promotional display board within a budget of $1,000.00. The motion passed unanimously.

James LeLeux made a motion, second by John Thompson to approve the administrative duties list for Jessica Lange’s administrative assistant position with the Council. The motion passed unanimously.

Marty Wooldridge made a motion, second by James Leleux for Jessica Lange to order promotional items to update the Council’s display board and to stay under a $1,000.00 budget. The motion passed unanimously.

Amelia Kent next gave a report on the CBB activities.

Amelia Kent next reported on setting up a meeting with the Associated Grocers to discuss future plans for beef promotion activities.

Public Comment:

There was no public comment that took place.

The next meeting of the Council will take place on January 19, 2018 at 1:00 p.m. at the Ag Expo in West Monroe.

John Thompson made a motion, second by Mack Shelton to adjourn the meeting. The motion passed unanimously.