

Louisiana Egg Commission Special Meeting
June 25, 2020
10:00 AM
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Josh Yarborough at 10:00 AM.

ROLL CALL

The roll was called by Stacy Junker.

Members/Alternates present: Jerry Barnum, Corey Davis, Jeanette Esworth, Mark Westmoland, Dr. Ingram, Josh Yarborough, Dr. Brent Robbins, and Joseph "Trent" Vinci. Members absent: Dr. Ashley Edwards.

Tabitha Gray administered the oath of office to all commission members present.

ELECTION OF OFFICERS

Josh Yarborough led the commission in election of officers. Jerry Barnum nominated Josh Yarborough to continue as chairman. Mark Westmoland made the second. Jeanette Esworth nominated Corey Davis as Vice-Chairman and Jerry Barnum made the second. Dr. Robbins nominated Stacy Junker as the secretary and Corey Davis made the second. Votes on all three positions were unanimously approved.

INTRODUCTION OF GUESTS

There were no special guests present.

PUBLIC COMMENT

Chairman Yarborough gave opportunity for public comments or questions. There were none.

APPROVAL OF MINUTES

Minutes from the October 8, 2019, were considered for approval. A motion to approve was made by Corey Davis with a second made by Jerry Barnum. Minutes were approved with none opposed.

OLD BUSINESS

The division report was given by Natalie Glover. A motion to approve was made by Jeanette Esworth and Corey Davis made the second. Approval was unanimous.

The financial report was also given by Natalie Glover. A motion to approve was made by Jeanette Esworth and a second was made by Corey Davis. Approval was unanimous.

Natalie discussed the past promotional activities which have now been severely curtailed by COVID 19. Food products that were bought in advance for the subsequently cancelled House & Senate breakfasts were donated to a local food bank downtown. We also partnered with the Louisiana Cattleman's Association to provide food for the Jr Livestock Show at Lamar Dixon.

The Social Media Update was given by Natalie. We have been very pleased with the advertising Gator Works is doing under the contract the board approved at the last meeting. There is an average of 13-15 posts a month on both Facebook and Instagram and there have been over 900,000 impressions.

NEW BUSINESS

Jim Jenkins announced that John Lala has resigned from the Commission and requested members to think about a recommendation to make to the Commissioner. The new member needs to be someone involved in the active distribution of eggs.

The Grant Allocation of \$30,000.00 is expected to be awarded from LAFA as in years past, however, confirmation of receipt will not be made until after July 1. Jim discussed that we would like to use the grant on advertising and social media. Specifically, he discussed the La. Radio Network (Christmas & Easter campaigns) and also a proposition from the La. Cattleman's Association to partner with them on a lighted billboard near their office at I-10 and Lobdell exit. It would be seen from both east and west bound traffic. Our costs on the billboard would be approximately \$10,400 and the estimated cost of the La. Radio Network campaigns is approximately \$14,000. Further discussion at length ensued. Specific request was made that, should we partner with LCA, our social media be tracked before and after the billboard is put up so that we can determine if it actually leads to more hits on the website.

A motion was put forward by Ms. Jeanette Esworth that whether we get the grant money or not, we partner with the LCA billboard. Corey Davis made the second. Unanimous approval was given.

A motion was made by Mark Westmoland and a second by Ms. Jeanette Esworth to continue the social media contract for Facebook & Instagram along with our website with Gatorworks for 1 year.

LDAF Commissioner, Dr. Strain, made a brief presentation updating the commission on the department's work with the markets through the COVID-19 crisis to meet food demand.

Jim Jenkins asked the commission if they would like to continue with the \$2,000 Eric Lee Memorial Scholarship and the \$1000 award to the LSU student scoring the highest at the poultry grading judging competition. A motion was made by Dr. Robbins and a second was made by Corey Davis to continue both of these. Approval was unanimous.

Jim Jenkins presented the tentative upcoming promotional activities. Ms. Jeanette Esworth made a motion to approve the upcoming promotions and Corey Davis made the second. Approval was unanimous.

Natalie reminded all members of the Board of Ethics requirements must be met by December 31.

PUBLIC COMMENT

There was no public comment.

DATE OF NEXT MEETING

The next meeting is tentatively scheduled for October 7, 2020.

ADJOURNMENT

Josh Yarborough requested motions to adjourn. Jerry Barnum made the motion and Corey Davis made the second. Meeting was adjourned.