

Louisiana Egg Commission Meeting
October 21, 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, Josh Yarborough, Dr. Mike Strain, Dr. Ashley Edwards, and Dr. Brent Robbins.

INTRODUCTION OF GUESTS

Special guests present were: Dr. Chip Lemieux and William Vanderlink, both of McNeese State University, Dr. Patrick Tuck, Executive Director of Louisiana 4-H Foundation, and Kyle Coates of the Louisiana Radio Network.

PRESENTATION OF ERIC LEE MEMORIAL SCHOLARSHIP

Dr. Strain presented the Eric Lee Memorial Scholarship of \$2,000.00 to William Vanderlink.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

Minutes from the June 25, 2020, were considered for approval. A motion to approve was made by Jeanette Esworth 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 Corey Davis and a second was made by Mark Westmoland. Approval was unanimous.

Promotional activities report was given by Natalie. Since our last meeting our promotions have been very limited. We cooked for the Ree Alario golf tournament breakfast that we do every year and a small employee appreciation breakfast at Cal-Maine. We declined to go to the state fair in Shreveport and all other activities were cancelled by vendors until further notice due to COVID-19. There are no upcoming activities so no vote was taken.

The Social Media Update was given by Natalie. The campaign performance report from Gatorworks was reviewed. There was a short discussion of how we can increase traffic to our website.

NEW BUSINESS

Kyle Coates from Louisiana Radio Network made a presentation of the advertisements they have been doing for the Egg Commission and the proposed campaigns for the upcoming year.

Dr. Patrick Tuck made a presentation for the LSU Livestock Show for the Louisiana 4H Foundation.

Katie Guarino from Hoffman Media could not be present. Natalie reviewed the proposal that was she sent requesting continued advertising in Louisiana Cookin' Magazine.

There was a brief discussion about the reach of the website and how we can increase the traffic to our website. There was also discussion about changing the campaign weeks for La Radio Network advertisements.

A vote was taken on the La Radio Network proposal as it was presented today, with understanding that we will contact Kyle again about changing campaign weeks for next year. Mark Westmoland made a motion to accept and Corey Davis made the second. Motion passed unanimously

A vote was taken on continuing to support the LSU Livestock Show with a \$1500 sponsorship as we have in the past and also working with the LCA to provide food at the awards presentation. Motion was made by Jeanette Eisworth to continue as we have in the past and a second was made by Dr. Ashley Keith. Motion passed unanimously.

A vote was taken on continuing with La. Cookin' Magazine advertisements. Mark Westmoland made the motion and Corey Davis made the second. Motion passed unanimously.

The Louisiana Certified Grant update was presented by Natalie. At this time, the information we have been given is that the grants will not be disbursed this year due to COVID-19. In spite of this, we will continue to partner with the Louisiana Cattleman's Association on the billboard discussed at the last meeting.

Natalie reminded all members to complete the online Board of Ethics course by December 31, 2020.

PUBLIC COMMENT

There was no public comment.

DATE OF NEXT MEETING

Tentative date of next meeting is April 7, 2021.

ADJOURNMENT

Motion was made by Jeanette Eisworth to adjourn and second was made by Jerry Barnum.