Louisiana Beef Industry Council Meeting

June 17, 2016

5852 Florida Blvd

Baton Rouge, LA 70806

Minutes

Meeting was called to order by Chairman Ronald Black. Members present: Dr. Sheila Pitre, Amelia Kent, Ed Lopinto, Mack Shelton, Ronald Black, Walter Smith, Joey Blanchard, Randy Toups, and Dr. Brent Robbins(representing Mike Strain). Members absent: Marty Wooldridge.

Motion: Walter Smith made a motion, seconded by Amelia Kent, to adopt the minutes from the April 29, 2016, meeting. Motion passed unanimously.

Motion: Walter Smith made a motion, seconded by Amelia Kent, to approve the budget as presented by Peter Barrios. (The budget projects an income of $130,000.00) Motion passed unanimously.

Motion: Dr. Sheila Pitre made a motion, seconded by Walter Smith, to accept the financial report as presented by Peter Barrios. Motion passed unanimously.

Motion: Dr. Sheila Pitre made a motion, seconded by Joey Blanchard, that exceeding any line item in the budget would require approval of the council before more money is spent. Motion passed unanimously.

Peter Barrios made a presentation on his trip to Colorado.

Motion: Walter Smith made a motion, seconded by Ed Lopinto, to approve the Louisiana Cattlewoman’s funding request in the amount of $5000.00 on a reimbursable basis. Genevieve Lyons made the presentation. The motion passed unanimously.

Motion: Amelia Kent made a motion, seconded by Joey Blanchard, to reimburse The Louisiana Cattlemen’s Association $1091.22 for their expenses at the Louisiana Ag Expo. The vote was by roll call. Joey Blanchard, Amelia Kent, Ed Lopinto, Mack Shelton, and Ronald Black voted in favor of the motion. Walter Smith voted against the motion. Dr. Shelia Pitre and Randy Toups abstained because they are officers in the Louisiana Cattlemen’s Association. The motion passed with a 5-1 vote. Cindy Lester made the presentation concerning this project.

Motion: Joey Blanchard made a motion, seconded by Amelia Kent to reimburse the Louisiana Cattlemen’s Association $1176.38 for their expenses at the Houma Food Show. The vote was by roll call. Joey Blanchard, Amelia Kent, Mack Shelton, Ed Lopinto, and Ronald Black voted in favor of the motion. Walter Smith voted against the motion. Dr. Shelia Pitre and Randy Toups abstained because they are officers in the Louisiana Cattlemen’s Association. The motion passed with a 5-1 vote. Cindy Lester made the presentation concerning this project.

Motion: Mack Shelton made a motion, seconded by Dr. Shelia Pitre, that LBIC will not fund any projects in the future retroactively. Motion passed unanimously.

Motion: Amelia Kent made a motion, seconded by Joey Blanchard, to fund the Louisiana Cattlemen’s Association for the Louisiana Restaurant Association Expo in New Orleans, LA, from August 6-August 8, 2016, in the amount of $6191.00 on a reimbursable basis. The reimbursement is subject to LBIC receiving receipts that document the expenditures. The expenditures will be on a line item basis and any promotional items left over will be returned to LBIC. The vote was by roll call. Joey Blanchard, Amelia Kent, Ed Lopinto, Mack Shelton, Walter Smith, and Ronald Black voted in favor of the motion. Dr. Shelia Pitre and Randy Toups abstained because they are offers in the Louisiana Cattlemen’s Association. The motion passed with a 6-0 vote. Cindy Lester made the presentation.

Motion: Walter Smith made a motion, seconded by Joey Blanchard, to fund a $100.00 per child sponsorship up to $10,000.00 for the Louisiana Junior Cattlemen’s Association La Moo U in Alexandria, Louisiana, July 29-30, 2016. Cindy Lester made the presentation. The motion passed unanimously.

Amelia Kent made a very informative presentation of her CBB orientation. Amelia is representing Louisiana on the innovation committee.

Motion: Mack Shelton made a motion, seconded by Walter Smith, that LBIC not lease the Louisiana Cattlemen’s Association billboard in Port Allen, Louisiana. The vote was by roll call. Amelia Kent, Joey Blanchard, Mack Shelton, Ed Lopinto, Walter Smith voted in favor of the motion. Joey Blanchard voted against the motion. Dr. Shelia Pitre and Randy Toups abstained because they are offers in the Louisiana Cattlemen’s Association. The motion passed with a 5-1 vote. Cindy Lester made the presentation.

Ronald Black informed the council that the LBIC website is up and running.

Motion: Walter Smith made a motion, seconded by Mack Shelton, that LBIC not purchase an ad in the Louisiana Cooking Magazine. The motion passed unanimously.

Walter Smith suggested LBIC approach associated Groceries about the best way to advertise red meat in the stores they supply.

Motion: Walter Smith made a motion, seconded by Amelia Kent, that the next LBIC meeting will be Friday, September 16, 2016, at 8:00am. The motion passed unanimously.

LBIC appointed a committee to help with a marketing plan for next year. Committee consists of Mack Shelton, Dr. Pitre, Amelia Kent, and Joey Blanchard.

Motion: Walter Smith made a motion, seconded by Amelia Kent to adjourn. Motion passed unanimously.