

LOUISIANA EGG COMMISSION
MARCH 27, 2019
10:00 AM



VETERAN'S MEMORIAL AUDITORIUM
5825 FLORIDA BOULEARD
BATON ROUGE LA 70806

- I. CALL TO ORDER - Chairman
- II. ROLL CALL – Natalie
 - A. INTRODUCTION OF NEW MEMBER - Jim
- III. INTRODUCTION OF GUESTS & PRESENTATIONS - Chairman
 - A. KAPLAN HIGH SCHOOL FFA
 - B. STUART FEIGLEY, FEIGLEY COMMUNICATIONS/GARRISON ADVERTISING
- IV. PUBLIC COMMENT - Chairman
- V. APPROVAL OF MINUTES - Chairman
 - A. OCTOBER 17, 2018
 - B. DECEMBER 19, 2018
- VI. OLD BUSINESS
 - A. DIVISION REPORT - Natalie
 - B. FINANCIAL REPORT – Natalie
 - C. PAST PROMOTIONAL ACTIVITIES - Jim
- VII. NEW BUSINESS
 - A. SCHOLARSHIP - Jim
 - B. MEMORIAM GIFT - Jim
 - C. UPCOMING PROMOTIONAL ACTIVITIES - Jim
 - D. BOARD OF ETHICS COURSE & FINANCIAL DISCLOSURE PACKETS - Natalie
- VIII. PUBLIC COMMENT
- IX. DATE OF NEXT MEETING - (September 25, 2019)
- X. ADJOURNMENT - Chairman

Louisiana Egg Commission Meeting
October 17, 2018
10:00 a.m.
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Chairman, Jeanette Esworth at 10:00 AM.

ROLL CALL

The roll was called by Eric Lee.

Members present: Dr. Brent Robbins, Jerry Barnum, Corey Davis, Jeanette Esworth, Mark Westmoland, Josh Yarborough, and Brian Duvall.

Members Absent: Dr. Mike Strain, John Lala, and Dr. Dennis Ingram.

Jim Jenkins introduced and recommended the appointment of Stacy Junker as the new secretary of the Louisiana Egg Commission since Dawn Bellelo was promoted to a new job earlier this year.

A vote was taken in favor of appointing Stacy Junker as the new secretary with a motion made by Jerry Barnum and a second made by Corey Davis.

Eric Lee explained that one of alternate members had resigned due to a job move and therefore, Corey has a new alternate.

Corey Davis introduced Brian Duvall, who has been with Cal-Maine about 4 years and has worked in several different locations for them. He is now the new production manager at Cal-Maine's Pine Grove location. Jim stated that Brian had already been sworn in as an official alternate.

Eric then turned the meeting over to Ms. Jeanette Esworth for election of officers.

ELECTION OF OFFICERS

Ms. Jeanette made a motion to elect Josh Yarborough as the chairman. Jim Jenkins answered Josh's question about the length of the term. He stated that officers are typically elected at the spring meeting but we were unable to hold a meeting this past spring due to an insufficient quorum. Eric further explained that we are electing a chairman at this meeting and we would re-elect a chairman and a co-chairman at a future meeting. Eric stated that according to the bylaws it is at the discretion of the committee to elect a co-chairman and other officers once a year. The terms run concurrent with the LDAF Commissioner.

Mark Westmoland seconded Ms. Jeanette's motion to elect Josh Yarborough as the new chairman of the Louisiana Egg Commission and the approving vote was unanimous.

INTRODUCTION OF GUESTS

Jake Sims with LSU Sports Properties
Katie Guasco with Hoffman Media

Kyle Coates with Louisiana Radio Network

PUBLIC COMMENT

None

APPROVAL OF MINUTES

Motion: Jeanette Eisworth made a motion to approve the minutes from the November 8, 2017 meeting. The motion was seconded by Corey Davis. Motion passed unanimously.

OLD BUSINESS

Eric Lee gave the division report from July 2017 to June 2018.

Natalie Glover gave the financial reports from July 2017 to June 2018 and from July 2018 to September 2018.

Financials were approved unanimously with a motion made by Mark Westmoland and seconded by Jeanette Eisworth.

Eric Lee gave an overview of the promotional activities that the Egg Commission participated in between the months of November 2017 to date. Eric stated that there have been 4 or 5 events that we have had to turn down due to scheduling issues but in those cases, we have tried to provide the event coordinators with the supplies they needed.

Jim commended Eric and Natalie and Stacy for the promotional work they have done the past several months.

NEW BUSINESS

Kyle Coates with La Radio Network gave a presentation on the Statewide Radio Plan. He answered questions on the average age of listenership. He said research studies show more people listen to AM/FM radio than satellite radio. He said their campaign ran on 51 network affiliates and this year they will run on 53 affiliates and also on WWL and WGTE radio stations, so a total of 55 radio stations, 2,520 commercials 1 week before Christmas and 2 weeks before Easter. Mr. Coates stated these commercials will be heard by just over 750,000 people in Louisiana and each listener will hear the message right at 3 times which means it's heard over 2 million times over the course of 3 weeks. Kyle stated there is no more effective way to get the word out than thru the Louisiana Radio Network.

Mr. Coates mentioned that a second part of the campaign is looking for nominations of anyone in the agriculture business who has made extraordinary contributions to agriculture. The Agriculture Hall of Distinction 2019 ceremony will be held on March 7 at L'auberge Casino and a table at this event is included in our sponsorship.

Katie Guasco from Louisiana Cookin' (Hoffman Media) discussed our partnership with them and our past history helping each other. She pointed out that we have a full recipe page and these layouts are designed for us free of charge. She gave statistics on the readership including, their e-news / digital platform of about 53,000 subscribers. She stated their Facebook page has 350,000 followers and their Instagram page has 31,000 followers. She said they are really happy with our partnership and hopes we will consider them again this year. Our advertising contract with them is \$13,000 for a year.

Jake Sims presented a proposal from LSU Sports Properties. He stated he had visited the University of Auburn and they partner with the Alabama Egg Commission, so he was interested to see if LSU & the Louisiana Egg Commission could work together. He handed out information regarding statistics on # of people that would be reached with his proposal .

Jim Jenkins questioned the possibility of moving the dates Jake stated back to include the week of Easter in our campaign if we decided to partner with them. Jake stated he believe that slot is already blocked but he would check on it.

Mark Westmoland asked if the time frame on the pre-game show and what time our commercial would air, at the beginning , the end....Jake said they rotate the commercial times during the pre-game show.

Mark also asked about the advertisement on Facebook and would it be a link to our website. Jake said they could do whatever we wanted to do.

Eric thanked the presenters for their time and information. He stated we will consider all their information and let them know our decisions.

After the presenters left, the meeting continued.

Natalie presented information on the Certified Louisiana Programs Promotional Grant. Last year we obtained \$30,000 in grant money through the Louisiana Farm to Table Program and we expect to receive this grant again this year. Part of the money we received last year is being used to upgrade our website and some of it has been used to purchase new banners. The remainder of the unspent money (\$14,568) has been allowed to roll over to this year with the stipulation that it will be spent specifically on trade show promotional materials and booth space.

Natalie recommended that we use the \$30,000 that we expect to receive this year to partner with a marketing company for some fresh promotional ideas, such as billboards. Ms. Jeanette inquired if we had any specific marketing companies in mind. Natalie stated she has discussed companies with different promotion boards within the department and has asked Wanda Ward, LDAF contract manager, for recommendations.

Billboards were discussed at length regarding effectiveness, prices, and companies. Mark Westmoland asked Natalie to obtain some quotes on billboards.

Mark Westmoland commented that the advertising trend today seems to be through social media.

Natalie stated that someone from television station WDSU has contacted her multiple times asking us to sponsor their "Color the Weather" spots for approximately \$1900 a month for 12 months and also we would provide a prize pack for the winner.

Mark Westmoland inquired if we had participated in any of the local cooking shows that are featured in the morning news. Natalie and Eric responded that we had not.

Mark Westmoland suggested that we tie in with advertisements by poultry companies

Josh said he likes the billboard idea but is concerned that it would cost more than \$30,000 to have them displayed across the state. Further discussion ensued and he stated he does believe billboards and social media are the direction we should go in.

Mrs. Jeannette asked Natalie to get some prices on the billboards.

Discussion was held regarding having a special meeting called after Natalie has had adequate time to gather more information on marketing companies, billboard quotes, and social media avenues of promotion.

Motion: Corey Davis made a motion to renew the contract with Louisiana Radio Network and Jerry Barnum seconded it. The motion passed unanimously.

Motion: Jeanette Esworth made a motion to renew the contract with Louisiana Cookin'/Hoffman Media and Mark Westmoland seconded it. The motion passed unanimously.

Discussion was held regarding the LSU proposal. General concensus is that it is very expensive and a decision was made to defer a motion until later.

Jim discussed upcoming promotional events: we are going to the State Fair at the end of October for a breakfast with the Cattlemen's Association in Shreveport, a breakfast in Covington, Christmas in the Country in St Francisville, which we do every year; Trade & Ag Expo in Monroe in January and also we are staying thru Sunday to do a breakfast for the Cattlemen's Convention. In March, we are booked to do a promotional breakfast for the Louisiana Jr High and High School Rodeo Association at Lamar Dixon, this will be approximately 120-150 people.

Jim inquired about us having a booth when the The National Cattlemen's Beef Association has their annual conference in NOLA in January/February. Natalie said we are not having a booth there because Deana and Jeremy are having a large booth for the entire department and we are giving them some promotional items to bring.

Natalie commented that the Greater Baton Rouge State Fair will be held at the same time we are at Shreveport State Fair, however, we are providing some promotional items for the Baton Rouge booth.

Jim also inquired about a \$1000 scholarship that the LEC has provided in the past. Apparently, Dr Lavergne generally handled this and at least the past year or past 2 years, this has fallen thru the cracks and it has not been awarded to anyone. Jim stated he sits on the board of the Louisiana Poultry Federation and they provide a \$15,000 worth of scholarships every year. Last year each recipient received \$1,350 in scholarships. Jim proposed that we contribute \$1500 a year in additional to the \$15,000 that the Federation awards. This \$1500 would be divided equally amongst the recipients. Natalie had previously informed Jim that the Council said this would be the easiest way to do it so that the vetting is done by the Poultry Federation.

Mark Westmoland questioned if the students receiving the scholarship are Louisiana college students and Eric said yes, however, they can attend any school in Louisiana. Mark said he thinks it's a great opportunity but would like to make sure that the student is made aware that part of the money is from us and also expressed concern that sometimes these scholarships go to students who don't really need

them. Jim asked if GPA was normally a part of the vetting and Natalie said yes and gave more information about how they scored scholarship applicants in the past.

Motion: Jeannette made a motion that we award the \$1500 in scholarship money; Jerry Barnum seconded. The motion was approved unanimously.

PUBLIC COMMENTS:

Mark welcomed Eric back.

Jim said he would like to thank all the members for their commitment to the board.

FUTURE MEETING:

The next meeting of the Louisiana Egg Commission will be March 27, 2019 with a possible special meeting scheduled before then to hear presentations from different advertising agencies in order to select an advertising company to put up billboards and social media pages for the Commission.

ADJOURNMENT:

A motion was made to adjourn by Mark Westmoland and seconded by Corey Davis.

Louisiana Egg Commission Special Meeting
December 19, 2018
9:30 AM
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Josh Yarborough at 9:30A.M.

ROLL CALL

The roll was called by Eric Lee.

Members/Alternates present: Josh Yarborough, Mark Westmoland, Chris Trahan, Brian Duvall, Ms. Jeanette Eisworth, Dr. Dennis Ingram, Dr Brent Robbins, DVM, and John Lala.

SPECIAL BUSINESS:

This meeting was held to receive presentations from Garrison Advertising, MESH, and Gatorworks in order to decide which company would provide the Board with the best advertising campaign using the \$30,000.00 Louisiana Certified grant.

Josh Yarborough introduced the first presenter, Gerald Garrison of Garrison Advertising. Gerald introduced his associate, Stewart Feigley. Mr. Garrison stated they have been in business 40 years and have associations with other boards within LDAF (Strawberry, Dairy, and Crawfish).

Mr. Garrison & Mr. Feigley gave a power point presentation detailing the strategies and recommendations their company proposes to reach consumers via billboards and social media.

The next presenter was Laurie Pierce, Media Director with MESH. She handed out a compilation of information & pictures showing examples of advertising campaigns MESH has done for other companies and the recommendations they would pursue if the Board chooses to contract with them for our advertising needs.

The final presenter was Max Lauro, Business Developer with GatorWorks. He gave a short presentation of information about the strategies and campaigns that his company would use to advertise for the Commission, including social media.

John Lala excused himself from the discussions and vote due to personal ties with MESH.

DISCUSSION

After all the presentations, discussion was held reviewing the proposals. Mark Westmoland made a motion that the proposal from Garrison Advertising be accepted. Chris Trahan made the second. There were none opposed.

Mark Westmoland asked that after this contract with Garrison ends that we re-visit with Gatorworks and see if anything can be worked out with them for future advertising.

OTHER BUSINESS

Josh Yarborough presented a request from LSU Livestock Show for a sponsorship and asked what amount we have given previously. Jim Jenkins stated that in the past we have donate \$1500 and also catered the awards banquet, for which we were given a \$500 credit. He suggested that we again donate \$1500 and make arrangements to cook at the awards banquet. Brian Duvall made motion that we accept Jim's suggestion and Ms. Jeannette Eisworth seconded the motion. There were none opposed.

NEXT MEETING

The date of the next meeting will be held on March 27, 2019.

ADJOURNMENT

Ms. Jeannette made a motion that we adjourn and Brian Duvall made the second.