

Louisiana Egg Commission Meeting
October 4, 2022
10:00 AM
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting of LEC was called to order by Josh Yarborough, Chairman.

ROLL CALL

The roll was called by Stacy Junker, Secretary. Members/Alternates present: Josh Yarborough, Corey Davis, Jeanette Eisworth, Jerry Barnum, Dr. Brent Robbins. Absent were John Lalla and Dr. Ashley Edwards.

INTRODUCTION OF GUESTS

Patrick Fields with Nexstar Media Group was expected but not present. Dr. Patrick Tuck with LSU was introduced.

PUBLIC COMMENT

There was no public comment.

GUEST PRESENTATIONS

Dr. Patrick Tuck presented a 4H award to the Egg Commission for donations greater than \$5,000. He also discussed the LSU Ag Magic is now being housed under the Louisiana 4H.

APPROVAL OF MINUTES

Minutes from the May 5, 2022, meeting 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 Allison Dumas. Approval was made with a motion by Jeanette Eisworth and a second by Corey Davis.

The financial report was given by Stacy Junker. A motion was made by Corey Davis to approve the financial report and a second was made by Jerry Barnum.

Prior promotional activities report was given by Natalie Glover. There was more discussion regarding our participation in Farmers Markets. Also, a quick update was given on the increased social media engagements this participation has generated.

Allison Dumas gave the Commission an update on the character/mascot proposal from Sean Sancenz and photo booth that we briefly discussed at our last meeting. She gave detailed information on both the character proposal and the photo booth with estimated costs. She also discussed the costs of a step & repeat backdrop that would be used with the photo booth and future Farmer's Markets.

NEW BUSINESS

Natalie informed the Commission that Mark Westmoland resigned and so an egg distributor is needed to replace him. Natalie asked for recommendations to be submitted to her and then she will check with the person to see if they are interested and then submit to Kevin Wofford for approval by Dr. Strain.

The Louisiana Poultry Federation awarded their scholarships this year without contacting us to participate. Since the Eric Lee Memorial Scholarship is awarded in partnership with the LPF a decision had to be made to either rename this as an award or skip this year. Discussion of this was held and ended with a motion being made by Jeanette Eisworth and seconded by Dr. Robbins that if the LPF will not allow us to award as a scholarship then we will skip this year.

Allison Dumas submitted the proposals for Louisiana Cookin' and Louisiana Radio Network for the upcoming year. A motion was made by Corey Davis to accept the proposal from Louisiana Cookin' and a second motion was made by Jeanette Eisworth. The Louisiana Radio Network proposal was discussed and the Commission requested that we have one week of ads the week of Thanksgiving and two weeks of ads at Christmas and Easter. The motion to accept with this stipulation was made by Corey Davis and seconded by Jerry Barnum.

Natalie presented information on the 2023 Certified Grant. We have been awarded \$15,000 again this year. Lengthy discussion ensued on how we would prefer to use the money this year. Options included a new tent, billboard with LCA, the magazine & radio contracts. Josh Yarborough made a motion that we use the money for La Cookin' and Louisiana Radio Network contracts. A second was made by Corey Davis. During the course of this conversation, it was approved that we need to buy a tent for use at Farmer's Market, however, it will be purchased separately from Certified Grant money.

Further discussion of the mascot characters with printed materials (coloring/activity books) was held. Josh suggested we work on this in stages. He made a motion for 4 characters to be created and a second was made by Corey Davis.

The photo booth proposal was discussed in detail. This would be used at the trade shows we attend. A motion was made by Corey Davis to purchase the Simple Booth and the step & repeat backdrop. The second was made by Jeanette Eisworth.

UPCOMING PROMOTIONS

Natalie gave an update on upcoming promotions, including Farmers' Markets, breakfasts, and sponsorships. A motion to accept the report was made by Jeanette Eisworth and a second was made by Corey Davis.

TRAINING REMINDERS

Natalie reminded all members to complete their ethics training by December 31, 2022.

NEXT MEETING

Tentatively scheduled for March 14, 2023.

ADJOURNMENT

The motion to adjourn was made by Jeanette Eisworth & a second was made by Jerry Barnum.