

Louisiana Beef Industry Council Meeting
August 21st, 2015
11:00 a.m.
5825 Florida Blvd.
Baton Rouge, LA 70806

Minutes

Meeting was called to order by Acting Chairman Marty Wooldridge at 11:07 a.m.

Roll was called by Marty Wooldridge

Members present: Marty Wooldridge, Ronald Black, Joey Blanchard, Amelia Kent, Edward Lopinto, Dr. Sheila Pitre, Mack Shelton, Walter Smith, Randy Toups and Dr. Brent Robbins representing Commissioner Mike Strain, DVM

Members absent: Commissioner Mike Strain, DVM

Members were sworn in by Lindsey Hunter, Executive/General Council

Marty Wooldridge asked that each member introduce themselves and their affiliate

ELECTION OF OFFICERS

Mack Shelton nominated Ronald Black for Chairman. Walter Smith moved to close and Amelia Kent seconded it. Ronald Black won with no opposition.

Ed Lopinto nominated Mack Shelton for Vice Chairman and Marty Wooldridge nominated Walter Smith. Joey Blanchard moved to close and Randy Toups seconded it. Nominations closed with no opposition. Walter Smith won by a 5-3-1 vote.

Ronald Black nominated Mack Shelton for Secretary/Treasurer and Joey Blanchard nominated Dr. Sheila Pitre. Randy Toups moved to close and Joey Blanchard seconded it. Nominations closed with no opposition. Mack Shelton won by a 6-3 vote.

Kevin Finley, Internal Auditor for LDAF, gave the current financial status of the LBIC. Federal funds amount is \$252,606.60. Funds from the state checkoff are \$20,216.51. Money is currently being held by the LDAF.

Motion: Mack Shelton made the motion to allow the LCA to withdraw from the Cooperative Endeavor Agreement with LBIC, Joey Blanchard seconded it. Motion passed.

Ronald Black welcomed the representatives from the Cattlemen's Beef Promotion and Research Board and asked that they introduce themselves. The representatives present are Jimmy Maxey, Chairman, Katherine Ayers, Chief Financial Officer and Polly Ruhland, Chief Executive Officer. There was a lengthy discussion between the Council members and the representatives of the CBB on the new collection process and the re-structuring of the beef council so that they can operate under the federal law.

A short recess was taken for lunch

Ronald Black resumed the meeting with a discussion on the project funding procedures.

Motion: Joey Blanchard made a motion to adopt the procedure. Walter Smith seconded it. Motion passed.

Motion: Joey Blanchard moved to put a stipulation in that industry organizations are post funded upon receipt of receipts and that the council accepts the procedures and submits them to the CBB for approval. Dr. Sheila Pitre seconded it. Motion passed by roll call.

Ronald Black asked for public comment on motion. Jay Guidry and Daniel Lyons spoke to the council.

Polly Ruhland offered to come back and do a check off orientation.

Motion: Walter Smith made a motion to meet on September 25th at 8:00 a.m. Dr. Shelia Pitre seconded it. Motion passed.

The board discussed up-coming promotional activities.

Motion: Dr. Sheila Pitre moved to approve the minutes. Joey Blanchard seconded it. Motion passed.

Motion: Dr. Shiela Pitre moved to amend the minutes to strike Ex Officio behind Dr. Brent Robbins. Move him out of the member category. Marty Wooldridge seconded it. Motion passed.

Motion: Joey Blanchard moved to ask the Department of Agriculture & Forestry to take the minutes and post them until the council is established. Amelia Kent seconded it. Motion passed.

Motion: Joey Blanchard made a motion to request assistance from the Commissioner for administrative duties in the council's start-up phase. Marty Wooldridge seconded it. Motion passed.

Motion: Joey Blanchard made a motion that for the next three months the council will continue the ad for the Private Treaty Sales in the LCA magazine at \$273.75 a month. Also, to check with the Commissioner to see if the ad can be permanently placed in the Market Bulletin. Dr. Sheila Pitre seconded it. The motion passed with no objection.

Ronald Black asked for public comment. There were none.

Motion: Dr. Sheila Pitre moved to look into hiring someone to create a website. Walter Smith seconded it. Motion passed.

Motion: Dr. Shelia Pitre made a motion to request that the Louisiana CBB member attend all LBIC meetings. Amelia Kent seconded it. Motion passed.

Ronald Black introduced Bland O'Conner with P & N Association Management.

Ronald Black asked for public comment. Dave Foster and Daniel Lyons spoke to the council.

Motion: Dr. Sheila Pitre made the motion to adjourn. Randy Toups seconded it. Motion passed.

Minutes Approved by the LBIC on September 25, 2015