

Louisiana Egg Commission Meeting
October 14, 2015
10:00 a.m.
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Chairman Dr. Theresia Lavergne at 10:18 a.m.

ROLL CALL

The roll was called by Eric Lee.

Members present: Dr. Theresia Lavergne, Jeanette Eisworth, Bobby Yarborough, Jerry Barnum, Corey Davis, John Lalla and Dr. Brent Robbins (representing Commissioner Mike Strain)

Member absent: Commissioner Mike Strain

INTRODUCTION OF GUESTS

Dr. Theresia Lavergne asked that the guest introduce themselves: Katie Guasco with La Cookin', Dr. Diane Stacy, DVM with LDAF and Kyle Coates with La Network

Dr. Diane Stacy gave a report on High Path Avian Influenza.

PUBLIC COMMENT

None

APPROVAL OF MINUTES

Motion: Jeanette Eisworth made a motion to approve the minutes from the March 18, 2015 meeting. The motion was seconded by Bobby Yarborough. Motion was passed.

OLD BUSINESS

Eric Lee gave the division report from July 2014 to June 2015

Natalie Glover gave the financial report from July 2014 to June 2015.

Eric Lee gave an overview of the promotional activities that the Egg Commission participated in between the months of March and October 2015. Dr. Bobby Fletcher explained to the board about our efforts in expanding and maximizing a broader reach across the state with the new breakfasts that were added to our schedule.

NEW BUSINESS

Kyle Coates with Louisiana Network gave a presentation on the radio plan. It will include 36 spots that run on 49 affiliates and 3 bonus spots. That will be a total of 1947 commercials that will run leading up to the Christmas and Easter holidays. It will reach about 690,000 adults in Louisiana. Also, the Egg Commission will be a sponsor once again for the Hall of Distinction, which includes a 10 person table and a half page ad.

Katie Guasco with La Cookin' Magazine gave a presentation. The proposal included one newsletter per month, social media post with recipe integration, and a ½ page advertisement. The average readership is 550,000.

Dr. Bobby Fletcher discussed the upcoming promotional activities the Egg Commission will be participating in and asked approval to participate in these events and any that may come up before the next board meeting that are beneficial to the Egg Commission. He talked about the push cards that were printed to give out to the public.

Motion: Jeanette Eisworth made a motion to approve the proposals and the upcoming promotional activities. Bobby Yarborough seconded and the motion passed unanimously.

PUBLIC COMMENT

None

FUTURE MEETING

The next meeting date of the Louisiana Egg Commission will be in March 16, 2016 at 10:00 a.m.

Dr. Theresia Lavergne introduced Ariel Bergeron, the winner of the \$1,000 scholarship and Skylar Deakle, the winner of the \$1,000 award.

ADJOURN

Motion: Bobby Yarborough made a motion to adjourn. The motion was seconded by Jeanette Eisworth. The motion passed unanimously. Meeting adjourned at 11:09 a.m.