

Louisiana Beef Industry Council
Minutes
August 6th, 2020

Members Present: Loyd Dodson, Vandal Fairchild, James LeLeux, Walter Smith, Mack Shelton, John Thompson, Shelia Pitre and Amelia Kent

Two projects needed to be added to the meeting agenda. A funding request from Louisiana Tech was submitted past the deadline and will be added as item J on the agenda. Crystal Ahrens, LSU AgCenter, has an update on the 4-H projects and will need to be added as roman numeral VIII in other business. Vandal Fairchild made a motion, seconded by Walter Smith to add these two items to the agenda. The motion passed unanimously.

The Council reviewed the minutes of the previous meeting. Shelia Pitre made a motion, seconded by John Thompson to approve the minutes of the June 5th, 2020. The motion passed unanimously.

Financial Report:

Peter Barrios presented the end of fiscal year report to the Council.

Vandal Fairchild made a motion, seconded by Mack Shelton to renew the CD with Chase bank for one year. The motion passed unanimously.

Shelia Pitre made a motion, seconded by John Thompson to approve the financials. The motion passed unanimously.

Funding Requests:

Chris Brooks presented the Baton Rouge Restaurant Week funding request to the Council. This event is will take place in September 2020. The title sponsorship level will include features on WAFB and BR Proud, Features on Guaranty Broadcasting, social media, emails and citywide billboards. There will be custom menus featuring beef promoted on digbr.com, eatbr.com, wafb.com, Opentable, and visitbr.com. The *Beef It's What's For Dinner* message will be added to all promotional materials. The TV spots and cooking demonstrations will feature beef courses. Shelia Pitre made a motion, seconded by Amelia Kent to approve the Baton Rouge Restaurant Week as a title sponsor for the amount of \$10,000.00. A roll call vote was taken. John Thompson, abstain; Mack Shelton, no; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Steve Pesante, Professional Sports Publications, presented a sponsorship opportunity in the New Orleans Saints Yearbook. The advertisement will appear in the official New Orleans Saints digital yearbook from September 2020 through March 2021. The printed version of the yearbook will be available at the Saints team store and at team events. There will also be a digital version available on the team's website and emailed to their database. The team will run advertising on

Saints.com directing people to view the yearbook. The yearbook will be promoted through social media platforms Facebook, Instagram and Twitter. The Saints have 6.93 million social media followers. Also, Sean Payton will promote the yearbook to his 360K Twitter followers. On average, the Saints website receives 500,000 monthly unique viewers and 1,500,000 monthly page views. Shelia Pitre made a motion, seconded by Loyd Dodson to approve this request for the amount of \$5,000.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, no; Vendal Fairchild, no; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Walter Smith let the Council know that the Washington Parish Free Fair has been cancelled for 2020 due to Coronavirus.

Russell Bailes, Vernon Parish Cattlemen Association, gave a funding request for the Vernon Parish Ag Day and the Senior Citizen Day. Both sponsorships will promote and serve beef at the events. The banner and recipe brochures/handouts will be at each of the events. Walter Smith made a motion, seconded by Loyd Dodson to approve the sponsorship of the Vernon Parish Ag Day for the amount of \$1,500.00 and the Senior Citizen Day for the amount of \$600.00. A roll call vote was taken. A roll call vote was taken. John Thompson, yes; Mack Shelton, no; Vendal Fairchild, no; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Kristen Oaks-White presented a funding request for the sponsorship of the Field to Feast segments of This Week in Louisiana Agriculture (TWILA). A minimum of 4 segments featuring beef and is directed at consumers to show them ways to prepare beef and to introduce them to the women and men involved in the cattle industry. TWILA is shown in every broadcast market in Louisiana weekly and nationally on RFD-TV. With that national exposure, the show has more than 116,000 viewers each week. Sponsorship for the 2020/2021 broadcast year is \$5,000. Those funds are used to pay for production of the segments and for the ingredients used in the segments. Shelia Pitre made a motion, seconded by Vendal Fairchild to approve this sponsorship for the amount of \$5,000.00 and to add this to the reoccurring funded project list. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vendal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Lance Bruce, Ag Expo, presented a funding request for the 2021 Ag Expo at the Ike Hamilton Expo Center in West Monroe. The amount of the corporate sponsorship request is \$1,200.00 and \$500.00 for the sponsorship of the legislative and awards luncheon. This will include 2 booth spaces, sponsor recognition at the luncheon, recognition on tickets, advertisement in the program and on the electric sign at the Expo. Vendal Fairchild made a motion, seconded by Walter Smith to approve both funding requests and add this to the reoccurring funded project list for the amount of \$1,700.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vendal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Cade LeJeune, Louisiana FFA, presented a funding request for the Louisiana FFA Meat ID CDE. Each year over 1,000 students and teachers are assessed and educated through this program. There will be professional development and six meat contests during the Spring of 2021. These events will be virtual if the coronavirus prevents the events from taking place in person. This will be a reimbursable project for the amount of \$2,500.00. Shelia Pitre made a motion, seconded by Walter Smith to approve this request and add it to the reoccurring funded project list. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Dale Cambre and Dusty Pendergrass, LCA, presented funding requests for the following projects: \$7,500.00 sponsorship of the State Fair of Louisiana, an up-to, reimbursable amount of \$1,500.00 for the 2021 Ag Expo, \$3,000.00 sponsorship LA MOOU and an up-to, reimbursable amount of \$500.00 for FFA State Capitol Day. Vandal Fairchild made a motion, seconded by Shelia Pitre to fund these requests under the condition that these events transpire. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

David Roscher and Brian Haldane, Guaranty Media, presented a sponsorship request of “Foodie Friday”. This will include :30 live open and close sponsored messages in each segment, a visual billboard on Facebook Live, 5 mentions each week, ten thirty-second live spots specific to the Council and a live interview per month including guest and topic of the Council’s choice, 116 commercials, \$2,000.00 per month. This will take place in June, July and August in 2021. Walter Smith made a motion, seconded by Shelia Pitre to approve this project for the amount of \$6,000.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Evan Sinclair, Louisiana Tech, presented a funding request for the 2020 Louisiana Tech Ag Day. The event’s goal is to promote agriculture throughout the state. This sponsorship would include radio advertisements pre-game and throughout the game, sponsor recognition before and during the game and a tailgate competition featuring beef. Shelia Pitre made a motion, seconded by Vandal Fairchild to fund the request for an up to amount of \$7,500.00 with the understanding that none of the funds shall go towards a scholarship, and a continued communication if portions of this request will not take place. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Dr. Guillermo Scaglia, LSU AgCenter, presented a funding request for the Master Cattlemen Program. This program would rotate in all of the AgCenter regions of Louisiana. There will be 5 classes, 1 in each region for a 10 week program. Each class will feature a beef meal and promotional materials included for each class. These classes focus on topics such as animal handling, research, nutrition, consumer perceptions of beef, beef product, end-product and beef quality assurance. This also includes BQA certification. The cost of each class is \$750.00. John

Thompson made a motion, seconded by Loyd Dodson to fund this program for an up to reimbursable amount of \$3,750.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Vandal Fairchild, yes; James LeLeux, yes; Shelia Pitre, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Old Business:

Dr. Scaglia next gave the Council a report on the 2020 Master Cattlemen Program and the unpredictable effects of COVID-19.

-Phase 1: shut down the program (March 17)

-Phase 2: limit on number of people and other restrictions (social distancing and masks). Two classes started (NE and NW regions; 30 and 32 producers, respectively) and canceled due to COVID-19. Three classes did not start (were planned mid-year/Fall). NE region class (as of today) plans to complete the program (LSU AgCenter Scott Research & Extension Center): some producers will join remotely (Microsoft Teams); others will be at auditorium wearing masks and maintaining social distancing; no meals will be served. Remaining classes are TBD depending on COVID-19 restrictions.

Mack Shelton reported that the Temple Grandin sponsorship has been rescheduled to July 2021.

New Business:

Next, the 2020-2021 budget was discussed. Shelia Pitre made a motion, seconded by James LeLeux to approve the budget without the inclusion of the Federation of State Beef Councils membership and associated costs and amend once the membership investment level is determined. The motion passed unanimously.

Todd Johnson, Federation of State Beef Councils, will meet with the Federation Executive Committee to discuss the investment level of Louisiana's membership. Once this is determined, he will inform the Council of their discussion.

Old Business:

Crystal Ahrens, LSU AgCenter, gave a report on 4-H events. Due to the Coronavirus some of the events have been cancelled or rescheduled. 4-H Virtual Meats Judging Contest occurred June 24th. To take the place of the LOST Camp project a virtual BBQ Bootcamp took place. The estimated reach of this virtual event was 4,400 viewers. Meat Camp 2020 will not happen until 2021. LAE4-HA will occur virtually. National 4-H Meats – no decisions have been made yet, Beef Poster – continuing as usual and the Curriculum Writing and Virtual Meat Science is continuing and in process. Agent Training Opportunities – delayed but still intending to occur. The Council agreed to pay for the events that have happened and pay for the rest of the events pending they occur.

Crystal next discussed a grant opportunity to support Louisiana 4-H's innovative, experiential "Just Add Agriculture – STEM Experience Box" grant proposal for the AFRI EWD: Rapid Response to Novel Coronavirus: Innovating Formal and Non-Formal Educational Experiences in Food and Agricultural Sciences During the Time of Social Distancing grant proposal. Shelia Pitre made a motion, seconded by Walter Smith to send a letter of support of this grant proposal. The motion passed unanimously.

New Business:

The election of officers for 2020-2021 were held next.

Walter Smith made a motion, seconded by Loyd Dodson to nominate Mack Shelton as Secretary-Treasurer. John Thompson, seconded by Vandal Fairchild, moved to close the nomination and accept by acclamation. The motion passed unanimously.

Amelia Kent made a motion, seconded by Loyd Dodson to nominate John Thompson as Vice-Chairman. Shelia Pitre, seconded by Walter Smith, moved to close the nomination and accept by acclamation. The motion passed unanimously.

Loyd Dodson made a motion, seconded by John Thompson to nominate Amelia Kent as Chairman. Walter Smith, seconded by Vandal Fairchild, made a motion to close the nomination and accept by acclamation. The motion passed unanimously.

John Thompson made a motion, seconded by Loyd Dodson to continue the administrative assistant contract with Jessica Lange. The motion passed unanimously.

Next, Amelia Kent gave a report on the activities of the CBB.

Other Business:

No other business discussed.

Public Comment:

No public comment.

The next meeting of the Council will take place on October 8th or October 15th at 9:00 a.m., location and date TBD pending executive order related to the Coronavirus.

Walter Smith made a motion, seconded by Mack Shelton to adjourn the meeting. The motion passed unanimously.