

Louisiana Beef Industry Council
Minutes
June 5th, 2020

The meeting was called to order by Chairman Amelia Kent.

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

The Council reviewed the minutes of the previous meeting. John Thompson made a motion, second by Vandal Fairchild to approve the minutes of the January 24th, 2020 and to make a notation that the January minutes reflect that the meeting was rescheduled due to COVID-19. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Vandal Fairchild made a motion second by John Thompson to deduct \$700.00 out of office expenses and deduct \$700.00 out of website maintenance, and add the sum of \$1,400.00 to Federation meeting expenses. The motion passed unanimously.

James LeLeux made a motion second by Walter Smith to deduct \$800.00 from promotional materials and add that \$800.00 into internal event expenses. The motion passed unanimously.

Shelia Pitre made a motion, second by John Thompson to approve the financial report. The motion passed unanimously.

John Thompson made a motion, second by Loyd Dodson to accept the external auditor's proposal from the legislative auditor. The motion passed unanimously.

Funding Requests:

Chef Celeste presented to the Council some ideas for a series of cooking demos using beef on the "Cooking Up Louisiana Treasures". These cooking demos would also appear on social media. The Council agreed to table this proposal to later in the meeting in order to hear the rest of the project proposals.

Next discussed was the Southeast States Digital Media Campaign. This is a promotional collaboration with other southeast states beef councils: Alabama, Florida, Georgia, Kentucky, Tennessee, Mississippi and South Carolina with matched funds contributed by North Dakota. Through YouTube Video Advertising, there will be promotion and reinforcement of consumer awareness of the *Beef. It's What's For Dinner.* brand, fortify positive associations with beef farmers/ranchers and encourage viewers to choose beef for their next meal occasion. Roughly 85% of the media spend will be put towards YouTube video advertising, with the remaining placed against Google Search. Through Google Search Advertising, this will drive significant consumer traffic and maximize page views on the *BeefItsWhatsForDinner.com* website. Vandal Fairchild made a motion, second by John Thompson to participate in the Southeast States Digital

Media Campaign in the amount of \$3,000.00. Shelia Pitre made an amendment, second by Vendal Fairchild that the Council will be using this year's budget for this project. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: abstain, John Thompson: yes, Shelia Pitre: yes, Amelia Kent: abstain. Amendment passes. The motion will now read that the Council will participate in the Southeast States Digital Media Campaign coming out of this fiscal year's budget in the amount of \$3,000.00. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: abstain, John Thompson: yes, Shelia Pitre: yes, Amelia Kent: abstain. The motion passed.

Crystal Ahrens, LSU AgCenter 4-H, presented to the Council a funding request for the upcoming annual 4-H events. The Council agreed to fund the following: 4-H University Virtual Meats Judging Contest in June 2020 for \$250.00 for the purchase of beef, judging cards, no prizes will be funded; Fall 2020 Meat Camp in the amount of \$2,000.00 plus up to \$1,000.00 in promotional items; LAE4-HA Annual Conference Sponsorship in August in the amount of \$1,000.00 total \$500.00 sponsorship and \$500.00 for promotional items; National 4-H Meats Contest Sponsorship in October for \$1,000.00; Beef Poster sponsorship in April for \$2,500.00; Curriculum Writing and Virtual Meat Science (year round project) for \$4,500.00; and 4-H Agent Training Opportunities (year round project), in the amount of \$2,000.00. Shelia Pitre made a motion, second by John Thompson to approve these sponsorship projects in the amount of \$13,250.00 including promotional items for the 2021 fiscal year. No administration fees will be included. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Shelia Pitre: yes, Amelia Kent: abstain. The motion passed.

Next, Skylar Lenz, NCBA, discussed the LBIC digital marketing campaign. The goals of the YouTube Video Advertising will be to promote and reinforce consumer awareness of the *Beef. It's What's For Dinner.* brand, fortify positive associations with beef farmers/ranchers and encourage viewers to choose beef for their next meal occasion. This campaign will target consumers in Louisiana during June-September by using best-performing tactics from the national campaign and other state campaigns. John Thompson made a motion, second by Shelia Pitre to fund this project for the amount of \$24,922.00. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Shelia Pitre: yes, Amelia Kent: abstain. The motion passed.

John Thompson made a motion, second by Shelia Pitre to approve \$7,500.00 to Hoffman Media. The Council will receive 4 full-page recipe advertisements in Louisiana Cookin' magazine, 6 e-newsletter advertisements for Louisiana Cookin', and 6 boosted Facebook posts on the Louisiana Cookin' page. It was agreed upon that Christy Chachere Lohmann will report back to the Council at the next meeting with results of this campaign. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Shelia Pitre: yes, Amelia Kent: abstain. The motion passed.

The Council decided that the Chef Celeste proposal be tabled to a later meeting.

Old Business:

John Thompson made a motion, second by Vendal Fairchild to adopt new language in our contracts and financial procedures specifically stating that none of the approved funds shall be used towards administration fees. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain.

Amelia Kent gave an update on the meeting of the project committee. The goal of the project committee is to review all funding requests prior to the funding meeting and determine if they fit in the Council's new list of priorities for project funding. The new priorities are listed as follows:

- 1.) Connect and communicate directly with consumers
- 2.) Protect beef's image
- 3.) Defend beef's product identity
- 4.) Producer communication
- 5.) Youth education

The project committee will give the full Council a recommendation as to what funding requests they feel fit the priorities. It was decided that approximately 80% of available funds will go towards connecting and communicating directly with consumers, protecting beef's image and defending beef's product identity; and the rest will go towards the remaining priorities. Projects funded in the past that meet the Council's new priorities will be asked to present a funding meeting request at the funding meeting in August. Representatives of projects funded in the past that do not meet the Council's adopted priorities will receive a letter listing priorities and the Council can no longer fund this project. A project completion report is still required and additional funding will not be approved if a project completion report was not received. The Council agreed that for the upcoming funding meeting due to COVID-19, all presenters will be called instead of attending in person.

Shelia Pitre made a motion, second by John Thompson to compose a form that reflects the changes to funding procedures, structure of the committee, edits to the funding contract and new funding meeting procedures to disperse 80% of budgeted funds at the funding meeting.

New Business:

The 2020-2021 budget was discussed and will be approved at the August Council meeting.

Next, Amelia Kent gave an update on the CBB activities.

Other Business:

Commissioner Mike Strain gave the Council an update on commodity activities.

Public Comment:

There was no public comment.

The Council's next meeting will take place on Thursday, August 6th, 2020 9:00 a.m. at the Louisiana Farm Bureau Federation.

Walter Smith made a motion second by Shelia Pitre to adjourn the meeting. The motion passed unanimously.