

Louisiana Beef Industry Council  
Minutes  
May 2, 2019

The meeting was called to order by Chairman Amelia Kent.

Members Present: Dr. Sheila Pitre, James LeLeux, Walter Smith, Ed Lopinto, Mack Shelton, Marty Wooldridge, John Thompson and Amelia Kent

The minutes of the previous meeting were reviewed. John Thompson made a motion, second by Dr. Pitre to approve the minutes of the February 22, 2019 meeting. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios.

John Thompson made a motion, second by Dr. Pitre to amend the budget to cover the administrative contract and the SBC dues. The motion passed unanimously.

Dr. Pitre made a motion, second by Ed Lopinto to approve the financial report. The motion passed unanimously.

Peter discussed the possibility of investing money into a CD with Chase Bank.

Marty Wooldridge made a motion, second by Mack Shelton to put \$100,000.00 at a 2% rate in a CD at Chase Bank for no longer than 11 months then revisit this topic at the next Council meeting. The motion passed unanimously.

Marty Wooldridge requested that Peter add a year-to-date annual budget column to the financials.

Marty Wooldridge made a motion, second by Walter Smith to amend the agenda to include the LCA proposals to the agenda.

Dr. Pitre made a motion, second by Ed Lopinto to amend the previous motion to add only the LCA time-sensitive proposals to the agenda. The amendment passed, the Council agreed to hear five of the eight LCA proposals. The motion passed.

Funding Requests:

Katie Guasco with Hoffman Media presented a proposal to the Council to sponsor the Southern Cast Iron Cook-off. This expo will have around 5,000 attendees and will take place November 1 and 2, 2019 in Lake Charles at the Civic Center. Discussion of multiple levels of funding took place. With the \$7,500.00 level sponsorship the Council will be featured in three ads in Louisiana Cookin' magazine, a booth with promotional materials, sponsor recognition throughout all advertisement for the event as well as at the event, and the opportunity at the event to speak about beef. Dr. Pitre volunteered to be the representative for the Council. Dr. Pitre made a motion, second by James Leleaux to sponsor this event at the \$7,500.00 level. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes,

Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Stan Dutil presented a funding request for a statewide Master Cattlemen Program. These classes promote beef, and educate participants on nutrition and quality. The Council tabled the request and asked Stan to come back to the next meeting with further details about administrative framework, distribution of funds, etc.

Next, Andrew Schade and Amanda Martin presented the National Agricultural Alumni Development Association sponsorship request. NAADA will host an educational conference that with more than 40 institutional and organizational members nationwide reaching over 1,000,000 alumni and 100,000 current students, NAADA is the leading forum to connect with college advancement teams and volunteers. This year the event is hosted by the Louisiana State University College of Agriculture in Baton Rouge, LA from June 10-14, 2019. With the silver level sponsorship the Council will have an exhibit table with promotional materials, sponsor recognition throughout the conference and the Council will sponsor the beef during Spirit night for 250 attendees. Dr. Pitre made a motion, second by Marty Wooldridge to fund the silver level sponsorship at \$2,500.00 that will include the purchase of beef and promotional items with the excess of funds going to NAADA. A roll call vote was taken. Mack Shelton: no, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: abstain, Amelia Kent: abstain. The motion passed.

Paul Theriot with the National Association of Agriculture Educators presented a sponsorship request for the Region 2 National Agriculture Educators Conference on June 17-20, 2019 in St. Francisville, Louisiana. Region 2 consists of seven states. Louisiana, Texas, Oklahoma, Arkansas, Kansas, New Mexico and Colorado. 200 teachers from across those seven states will attend this conference and the total participation will be around 400. John Thompson made a motion, second by Dr. Pitre to sponsor \$2,500.00 for the purchase of beef and promotional items. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Dr. Christine Navarre, Louisiana Beef Quality Assurance Program Coordinator, presented a funding request for educational and promotional materials such as manuals, certification wallet cards and bumper stickers. These materials will be utilized over the next three years, with an approximately 200 participants each year. Dr. Pitre made a motion to fund the BQA program with educational and promotional materials for \$2,000.00 per year for the next three years. Dr. Pitre rescinded this motion and made a new motion, second by Walter Smith to fund \$6,000.00 up front in the 19-20 fiscal year. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Vendal Fairchild, LCA, presented a funding request to purchase brisket for FFA Capitol Day that will take place on May 19, 2019. Mack Shelton made a motion, second by Dr. Pitre to fund up to \$500.00 for the purchase of brisket for FFA Capitol Day. A roll call vote was taken. Mack

Shelton: yes, Dr. Pitre: yes, James LeLeux: abstain, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Vendal Fairchild presented a funding request for the North Louisiana Agri-Business Council dinner. Marty Woolridge made a motion, second by Walter Smith to fund the ribeye's for a reimbursable amount up to \$350.00. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: no, James LeLeux: abstain, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Vendal Fairchild next presented a funding request for the sponsorship of the Pride Farm Club beef month in the amount of \$250.00. No action was taken.

The LAMOOU funding request was next presented to the Council by Vendal Fairchild. Currently, there are two bills in the Legislature regarding the participant's names and parish list. The Council agreed to fund this project as a sponsorship and at the next meeting discuss what the Legislature decided. Mack Shelton made a motion, second by Dr. Pitre to fund the sponsorship of LAMOOU in the amount of \$3,000.00. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: abstain, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

A funding request was made for the LCA Cattlemen's Kitchen at the State Fair of Louisiana for a \$10,000.00 sponsorship.

Marty Wooldridge made a motion, second by Dr. Pitre to table this request and obtain CBB's opinion on funding this project. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: abstain, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

#### Old Business:

Stan Dutil reported on the Acadiana District Livestock Show. The LBIC banner was displayed, promotional materials were given out and the logo was displayed in all livestock show advertisements and beef was served. The Fall and Spring Cattle Producer Field Day, at registration promotional materials were handed out upon arrival, the Council's banner was displayed as well as the logo. Beef was served and promoted at each Field Day. He next reported on the Cattle Producer Field Days. At registration, beef promotional materials were distributed, the logo was featured in the program, the banner was displayed and beef was served at each Field Day.

Next, Jessica Lange gave a report on the NCBA Orientation. There were around 65 attendees from across the United States. The Federation structure and benefits were explained to the attendees as well as a tour of the NCBA building.

The Associate Grocer's Spring Show was a success. Chef Celeste's videographer came to John Thompson's house to film the beef being prepared for the Tuesday night show. The Wednesday show went well. At the booth, contacts were made to several different grocery stores that were interested in promotional items.

The stockyard signs will be distributed to the sale barns in the next few days.

Next, the Council viewed the new design of the LBIC website.

New Business:

Amelia Kent next gave a report on the activities of the CBB.

Next, the budget was reviewed. Walter Smith made a motion, second by Marty Wooldridge to approve the budget.

Other Business:

James Leleux attended the All- American Beef Battalion “Steaks for Troops” event. Five hundred troops were served steaks. He commented that this is a great event showing thanks for our troops.

There was a reminder that the Ethics forms are due May 15<sup>th</sup>, 2019.

Public Comment:

The next meeting of the Council will take place on August 9, 2019 at 9:00 a.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

Walter Smith made a motion, second by Marty Wooldridge to adjourn the meeting. The motion passed unanimously.