

Louisiana Beef Industry Council Meeting

September 16, 2016

5852 Florida Blvd.

Baton Rouge, LA 70806

Minutes

Lindsey Hunter swore in new members, James LeLeux and Marty Wooldridge.

Meeting was called to order by Chairman Ronald Black. Members present: Dr. Sheila Pitre, Joey Blanchard, Marty Wooldridge, Amelia Kent, Walter Smith, Ed Lopinto, Mack Shelton, Ronald Black, James LeLeux, and Dr. Brent Robbins(representing Mike Strain).

Dr. Sheila Pitre made a motion, seconded by Amelia Kent, to adopt the minutes from the June 17, 2016 meeting. Motion passed unanimously.

Ed Lopinto made a motion, seconded by Amelia Kent, to leave the LBIC officers the same as last year. (Chairman: Ronald Black, Vice-Chairman: Walter Smith, Secretary: Mack Shelton). Motion passed unanimously.

Walter Smith made a motion, seconded by Marty Wooldridge, to accept the financial report as presented by Peter Barrios. Motion passed unanimously.

Walter Smith made a motion, seconded by Marty Wooldridge, to enter into a relationship with Associated Grocers to promote beef and to provide materials consisting of 250 laminated beef cut charts, 250 circle baseball caps, 250 stamp or sizzle aprons, 100 meat thermometers, and beef promotion brochures with the cost not to exceed \$5000.00. Motion passed unanimously.

Marty Wooldridge made a motion, seconded by Walter Smith, to fund a corporate sponsorship for \$1200.00 to the North Louisiana Agri-Business Council and 2017 Ag Expo. Motion passed unanimously. Lance Bruce made the presentation concerning this project.

Dr. Sheila Pitre made a motion, seconded by Mack Shelton, to give a \$1000.00 sponsorship to the Washington Parish Free Fair. Walter Smith made the presentation. The motion passed unanimously with Walter Smith abstaining because he is chairman of the livestock committee of the Washington Parish Free Fair.

Marty Wooldridge made a motion, seconded by Joey Blanchard, to give a sponsorship of up to \$5000.00 to Louisiana Cattleman's Association to promote beef at the Cattleman's Kitchen at the Louisiana State Fair upon receiving proper receipts for reimbursement. Dr. Sheila Pitre made the presentation. The motion passed unanimously with Dr. Pitre abstaining because she is an officer of the Louisiana Cattleman's Association.

Walter Smith made a motion, seconded by Amelia Kent, to give a \$1500.00 sponsorship to the Vernon Parish Cattleman's Association's Youth Day Event. Jack Bass and David Porter made the presentation. The motion passed unanimously.

Dr. Pitre made a motion, seconded by James LeLeux, to reimburse the federal checkoff account from the state check off account \$2000.00 for funding the LSU Grazing Program.(Note: This project was originally funded with approval of CBB) The motion passed unanimously.

Marty Wooldridge made a motion, seconded by Amelia Kent, to pay Michael Glover \$5450.00 for his independent audit of LBIC for July 1, 2015 thru June 30, 2016. Peter Barrios explained the reason for the increased audit expense was due to multiple bank accounts used during our transition period as well as trying to find receipts for checks written to LCA between July 1, 2015 thru August 15, 2015. The vote was by roll call. Dr. Sheila Pitre, Joey Blanchard, Marty Wooldridge, Amelia Kent, Walter Smith, Ed Lopinto, Ronald Black, and James LeLeux voted in favor of the motion. Mack Shelton voted against the motion. The motion passed 8-1. (Note: Mr. Glover will send to the Louisiana Legislative Auditor a qualified opinion on LBIC's audit).

Walter Smith made a motion, seconded by Marty Wooldridge, to table until the next meeting whether or not to continue advertising the Private Treaty Form in the LCA Magazine and find new ideas to distribute the Private Treaty Form. The motion passed unanimously.

The council discussed Beef Checkoff Compliance. The council asked Peter Barrios to send another letter to non-compliance cattle buyers asking them again to start collecting and remitting \$1.00 check off to LBIC or else they will be turned over to CBB. The council also asked that a letter be sent to CBB to let them know the problem we are having collecting check off money. Furthermore, the council asked John Walther to check with the Department of Agriculture to find out if they will begin helping to collect the beef check off if LBIC has a problem.

Mack Shelton presented an evaluation from the Neilson Rating Service on how effective our radio advertising has been.

Marty Wooldridge made a motion, seconded by Walter Smith, to have a November 11, 2016 meeting at 1:00PM in Shreveport at the State Fair and a January 13, 2017 meeting at 1:00PM in Monroe, LA at the LA AG Expo. The motion passed unanimously.

Dr. Sheila Pitre informed the council that LBIC will be honored at the Grand Parade of the Vermillion Parish Cattle Festival.

Dr. Sheila Pitre presented receipts for the Louisiana Restaurant Association Expo and a list of children that registered at LaMoo U. The council agreed to pay \$3400.00 to LCA for LaMoo U.

John Walter let the council know that committees formed within the council must be less than the quorum.

Walter Smith made a motion, seconded by Marty Wooldridge to adjourn. The motion passed unanimously.