

LOUISIANA EGG COMMISSION
NOVEMBER 8, 2017
10.00 AM

MANAGEMENT & FINANCE
CONFERENCE ROOM
5825 FLORIDA BLVD
BATON ROUGE, LOUISIANA 70806

A G E N D A

- I. CALL TO ORDER
- II. ROLL CALL
- III. INTRODUCTION OF GUESTS
- IV. PUBLIC COMMENT
- V. APPROVAL OF MINUTES
- VI. OLD BUSINESS
 - A. Division Report
 - B. Financial Report
 - C. Promotional Activities
- VII. NEW BUSINESS
 - A. Louisiana Network Presentation, Kyle Coates
 - B. Louisiana Kitchen and Culture Presentation, Kristie Thymes
 - C. LSU State Livestock Show Presentation, Vickie Hutchinson
 - E. Louisiana Cookin' Presentation
 - F. Wrap/Signage for Trailer
 - G. Promotional Activities
 - H. Other - Chairman
- VIII. PUBLIC COMMENT
- IX. DATE OF NEXT MEETING (March 28, 2018)
- X. ADJOURNMENT

THIS NOTICE CONTAINS A TENTATIVE AGENDA AND MAY BE REVISED PRIOR TO THE MEETING. REVISED NOTICES CAN BE REVIEWED ON THE BOARD OUTSIDE THE VETERANS MEMORIAL AUDITORIUM IN WHICH THE MEETING IS TO BE HELD.

Louisiana Egg Commission Meeting
November 8, 2017
10:00 a.m.
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Vice Chairman Jeanette Esworth at 10:05 a.m.

ROLL CALL

The roll was called by Eric Lee

Members present: Jeanette Esworth, Josh Yarborough, Jerry Barnum, Corey Davis, and Mark Westmoland

Members Absent: Dr. Theresia Lavergne, Commissioner Mike Strain, DVM

Eric made the board aware of Dr. Lavergne's resignation. Dr. Dennis Ingram will be taking her place.

Eric introduced Jim Jenkins as the new Director of the Louisiana Egg Commission. Jim told the members he had 36 years with the department and with his experience being mostly in Meat Inspection. He thanked Eric and Natalie for their work and that they do a good job representing the Louisiana Egg Commission with the promotional breakfasts and all the planning that takes place to prepare for the breakfasts.

INTRODUCTION OF GUESTS

Vicki Hutchinson, Director of Development for the LSU Ag Center's State Livestock Show

Kyle Coates with the Louisiana Radio Network

APPROVAL OF MINUTES

Motion: Mark Westmoland made a motion to approve the minutes from the March 29, 2017 meeting. The motion was seconded by Corey Davis. Motion passed unanimously.

OLD BUSINESS

Eric Lee gave the division report from July 2016 to June 2017.

Natalie Glover gave the financial report from July 2017 to October 2017.

Eric Lee gave an overview of the promotional activities that the Egg Commission participated in between the months of April 2017 to November 2017. He said that they have cooked at 16 events, served approximately 2700 plates and participated in 3 shows since the last meeting. He talked about the new display that was set up for the members to see.

PUBLIC COMMENT

None

NEW BUSINESS

Kyle Coates with La Radio Network gave a presentation on the Statewide Radio Plan. He answered questions on the average age of listenership. He said research studies show more people listen to Am/Fm radio than satellite radio.

Vicki Hutchinson gave a presentation on the LSU Ag Center State Livestock Show. She said that it is the largest agriculture event in the entire state of Louisiana. The participants are 4H and FFA students. The state show is February 10th through February 17th at the Lamar Dixon Expo Center. She said that the Louisiana Egg Commission has done a fabulous job with supporting the show. She thanked the commission for all they have done and hope that they will continue to do.

Natalie and Eric gave a presentation for Louisiana Kitchen & Culture. The media package was made available to the members. Natalie said she would ask for more information and get back to them.

Natalie and Eric gave a presentation on the Louisiana Cookin' proposal. The members discussed page sizes for the ad and placement within the magazine. The members stated that they would rather a full page ad closer to the front of the magazine.

Eric talked about the purchase of the trailer. He and Natalie got two estimates on a wrap for the trailer. One estimate is for the full wrap and the other is for just the LEC logo and the Commissioners name and the department seal on the back door. The members discussed what would be put on the wrap and the size of the decal.

Jim Jenkins gave an overview of the upcoming promotions. He said any other opportunities will be added as long as it is for a good cause and they can logistically do the event.

Motion: Cory Davis made a motion to approve the statewide radio ad. Josh Yarborough seconded it and the motion passed unanimously.

Motion: Josh Yarborough made a motion to approve the \$1,500 sponsorship for the LSU Ag Center Livestock Show. Jeanette Esworth seconded it and the motion passed unanimously.

The decision on Louisiana Kitchen & Culture package will be held over until the next meeting to get a little more information on it.

Motion: Jeanette Esworth made a motion to approve the full page ad with Louisiana Cookin' and Jerry Barnum seconded it. The motion passed unanimously.

Motion: Mark Westmoland made a motion to approve the full wrap with the commissioner's name and department logo on the back door. Jeanette Esworth seconded it and the motion passed unanimously.

Motion: Josh Yarborough made a motion to approve the upcoming promotional activities listed and Mark Westmoland seconded it. The motion passed unanimously.

Josh Yarborough asked a question about the upcoming promotional activities. Eric told him the ones listed are the activities that he knows about right now but there are some that will come up in between meetings.

PUBLIC COMMENT

None

FUTURE MEETING

The next meeting date of the Louisiana Egg Commission will be in March 28, 2018.

ADJOURN

Motion: Jerry Barnum made a motion to adjourn. The motion was seconded by Josh Yarborough. The motion passed unanimously. Meeting adjourned at 11:15 am.