

**LOUISIANA RICE PROMOTION BOARD
Board of Directors Meeting
Meeting Minutes**

**LSU AgCenter Rice Research Station, Crowley, LA
Wednesday, June 29, 2016**

Officers and Members Present:

Kevin Berken, Ronald Habetz, Jimmy Hoppe, Christian Richard, Tommy Faulk, Glendon Marceaux, John Owen, Paul Johnson, Kent Brown and Michelle Ribera (representative for Dr. Mike Strain)

Officers and Members Not Present:

Jeff Durand, Dr. Mike Strain

Staff Present:

Nicole Broussard and Scott Privat

Others Present:

Randy Jemison, Benjy Rayburn, L.J. Hymel, Jim Guinn, Michael Klein, Jessica Stewart, Mary Jemison, Jennifer Marsh, Carrie Castille, Avery Davidson, Don Molino and Bruce Schultz

Call to order, opening comments and certification of quorum

Chairman Berken called the meeting to order at 12:35 p.m. and welcomed members and guests. Quorum was certified.

MOTION by Ronald Habetz; **Second** by Tommy Faulk

To move to Executive Session

MOTION CARRIED UNANIMOUSLY

MOTION by John Owen; **Second** by Paul Johnson

To return to Regular Session

MOTION CARRIED UNANIMOUSLY

Agenda review and approval of May 6, 2016 minutes

Chairman Berken presented the agenda for consideration.

MOTION by Jimmy Hoppe; **Second** by Ronald Habetz

To accept agenda as presented.

MOTION CARRIED UNANIMOUSLY

MOTION by Jimmy Hoppe; **Second** by Glenden Marceaux

To accept the May 6, 2016 minutes as submitted

MOTION CARRIED UNANIMOUSLY

Louisiana Department of Agriculture Report

Michelle Ribera was appointed by Dr. Mike Strain as his representative for the LA Dept of Agriculture. The LDAF Report as of June 30, 2016 was rendered.

LARPB Financial Reports

Nicole Broussard, CPA with Broadhurst, Hamilton & Co., presented the current financial report noting that income to-date for the current fiscal year was \$908,646 with refunds to-date of \$53,719

Chairman Berken asked the Board to review the financial reports including the general ledger. There were no questions from the Board concerning the financial reports.

MOTION by Tommy Faulk, **SECOND** by John Owen

To approve financials statements as rendered.

MOTION CARRIED UNANIMOUSLY

In-state, Board-Directed Promotion Projects Update

Randy Jemison directed the members' attention to the in-state promotion report that was provided in their meeting packets. Jemison provided a status report with goals and accomplishments for all in-state projects, including AgMagic, Louisiana Farm Bureau TV cooking segment, the National Rice Month 5-K Rice Run and the Louisiana Radio Network National Rice Month Radio Campaign. He also recommended that all in-state projects be renewed.

Funding Request Reports

Chairman Berken directed member's attention to the written funding requests that were in their meeting packets and were provided to them prior to the meeting. He noted that three of the organizations requesting funding, USA Rice Federation, Louisiana Radio Network and Louisiana Farm Bureau TWILA Cooking Segment, were present to make oral reports and requests.

USA Rice Council

Jessica Stewart, Jim Guinn and Michael Klein with USA Rice Federation provided the USA Rice Council and Federation report.

Stewart reported on USA Rice accountability and transparency efforts.

Guinn reported on the status of international promotion efforts in key export markets, including Mexico, Central America, Colombia, the European Union, Iraq and China. He also reported on rice imports into the U. S.

Klein presented the domestic promotion report, highlighting USA Rice's four pronged approach to increasing awareness and use of U.S.-grown rice. He also highlighted education efforts and the marketing campaign called, "Think Rice".

Louisiana Network

Jennifer Marsh with Louisiana Radio Network reiterated the accomplishments of the September 2015 radio campaign listed by Jemison in his report. She then outlined proposed plans for a September 2016 campaign noting a 60-second commercial at a cost of \$5,000.

Marsh then made a second proposal for a promotion project called "The Louisiana Rice Report". The program would air, on 20 stations in key agriculture parishes, a one minute report on information specifically prepared for Louisiana growers and consumers. A thirty-second commercial to promote the consumption of rice would run after each report. Additionally, every week, Louisiana Farm Bureau Agriculture Radio Network (LFBARN) will use promotional time to tell listeners about the Louisiana Rice Report and the LFBARN newsletter will run the latest rice news in the Thursday editions. Finally LFBARN will commit to 50 statewide thirty-second announcements in support of rice consumer outreach programs at no charge as part of this program. The cost of the proposed "Louisiana Rice Report" package would be \$475.00 per week for 13 weeks for a total of \$6,175.

Louisiana Farm Bureau TV

Avery Davidson with Louisiana Farm Bureau TV explained the new format since Holly Clegg is no longer working with LAFB TV. The board then viewed one of the new segments featuring A. J. Sabine in "Feasting on Agriculture." Davidson made a proposal to provide pre- and post-segment audio bumpers featuring the LARP logo, a year-round web ad on the TWILATV website and the use of Louisiana rice in at least four segments. The cost of the proposed package would be \$5,000.

Act on Funding Requests

Louisiana Radio Network

MOTION by Jimmy Hoppe; **Second** by Glenden Marceaux

To approve Louisiana Radio Network request for funding of September 2016 campaign with 30-second commercials at a cost of \$5,000 and funding the "Louisiana Rice Report" that would run for thirteen weeks at a cost of \$6,175.

MOTION CARRIED UNANIMOUSLY

Louisiana Farm Bureau's This Week in Louisiana Agriculture (TWILA) Cooking Segment

MOTION by Kent Brown; **Second** by Christian Richard

To approve Louisiana Farm Bureau's request for a \$5,000 sponsorship of the cooking segment on the TWILA TV program.

MOTION CARRIED UNANIMOUSLY

Louisiana 5-K Rice Run

MOTION by John Owen; **Second** by Ronald Habetz

To approve Hathaway High School's request for a \$1,200 sponsorship of the Louisiana 5-K Rice Run held in September.

MOTION CARRIED UNANIMOUSLY

Ag Magic

MOTION by Tommy Faulk; **Second** by Paul Johnson

To approve LSU Ag Center's request for a \$1,000 sponsorship of the Ag Magic.

MOTION CARRIED UNANIMOUSLY

USA Rice Council

MOTION by Jimmy Hoppe; **Second** by John Owen

To approve the USA Rice Council funding request, not to exceed \$2 million, and to authorize the Chairman and Secretary to renew the contract.

MOTION CARRIED UNANIMOUSLY

Act on Contracts

Broadhurst Hamilton and Company

MOTION by John Owen; **Second** by Glendon Marceaux

To approve the contract with Broadhurst Hamilton and Company for professional accounting services for an increased annual fee of \$3,075.

MOTION CARRIED UNANIMOUSLY

Privat and Privat

MOTION by Jimmy Hoppe; **Second** by Ronald Habetz

To approve the contract with Privat and Privat for professional legal services for an annual fee of \$2,000.

MOTION CARRIED UNANIMOUSLY

USA Rice Producers' Group

MOTION by Jimmy Hoppe; **Second** by Kent Brown

To approve the contract with USA Rice Producers' Group for state dues and travel expenses for a total of \$20,000.

MOTION CARRIED UNANIMOUSLY

Web page

Chairman Berken introduced Bruce Schultz. Mr. Schultz presented a proposal to produce and maintain the web page for the Louisiana Rice Promotion Board. The web page would launch September 1, 2016. The cost to produce and maintain the web page is \$1,150.

MOTION by Jimmy Hoppe; **Second** by Christian Richard

To approve the proposal by Mr. Schultz to produce and maintain the Louisiana Rice Promotion Board web page for a total of \$1,150.

MOTION CARRIED UNANIMOUSLY

Amend and Develop Budgets

The Board then developed the 2015 - 2016 amended budget.

MOTION by Ronald Habetz; **Second** by Tommy Faulk

To accept the amended budget as developed by the board.

MOTION CARRIED UNANIMOUSLY

Nicole Broussard provided members a budget development sheet and assisted the board in development of the budget for 2016 - 2017. The budget for the 2016 - 2017 will be attached at the end of the minutes.

MOTION by Jimmy Hoppe; **Second** by John Owen

To approve the 2016 - 2017 Budget as developed by the board.

MOTION CARRIED UNANIMOUSLY

Appointments and Election of Officers

Appointment of Education Liaison on Ethics

MOTION by Kent Brown; **Second** by Paul Johnson

To reappoint Scott Privat as the board's Education Liaison on Ethics.

MOTION CARRIED UNANIMOUSLY

Appointment of LARPB Representative to Louisiana Rice Producers' Group

MOTION by John Owen; **Second** by Paul Johnson

To reappoint Christian Richard as the board's representative to Louisiana Rice Producers' Group.

MOTION CARRIED UNANIMOUSLY

Election of Officers

Chairman Berken announced to the Board he would not be seeking reappointment as Chairman of the Louisiana Rice Promotion Board. The Board thanked Mr. Berken for his many years of service as Chairman.

Chairman Berken requested nominations for the Office of Chairman. Christian Richard was nominate but declined nomination. Ronald Habetz nominated John Owen. Mr. Owen accepted. Glendon Marceaux asked that nominations for Chairman be closed.

Chairman Berken requested nominations for the Office of Vice-Chairman. Paul Johnson nominated Jimmy Hoppe. Mr. Hoppe accepted. Ronald Habetz asked that nominations for Vice-Chairman be closed.

Chairman Berken requested nominations for the Office of Secretary/Treasurer. Jimmy Hoppe nominated Tommy Faulk. Mr. Faulk accepted. Ronald Habetz asked that nominations for Secretary/Treasurer be closed.

Signatories on the checking account will remain Kevin Berken, Tommy Faulk and Christian Richard.

MOTION by Kent Brown; **Second** by Ronald Habetz

To elect the slate of officers nominated John Owen as chairman, Jimmy Hoppe as vice chairman and Tommy Faulk as secretary/treasurer and to reappoint the signatories on the checking account as Kevin Berken, Tommy Faulk and Christian Richard.

MOTION CARRIED UNANIMOUSLY

Public Comments

Chairman Berken called for public comments. None were offered.

Adjournment

MOTION by Kent Brown; **Second** by Ronald Habetz

To adjourn the meeting.

MOTION CARRIED UNANIMOUSLY

Meeting at was adjourned at 3:15 p.m.