

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

**LSU AgCenter Rice Research Station, Crowley, LA
Wednesday, June 28, 2017**

Officers and Members Present:

John Owen, Christian Richard, Tommy Faulk, Kevin Berken, Ronald Habetz, Jimmy Hoppe, Glendon Marceaux, Paul Johnson, Kent Brown, Dr. Mike Strain

Officers and Members Not Present:

Jeff Durand

Staff Present:

Nicole Broussard and Scott Privat

Others Present:

Randy Jemison, Michelle Rivera, Michael Klein, Mary Jemison, Jennifer Marsh, Avery Davidson, Bruce Schultz, Greg Faulk, Betsy Ward and John Stefanski

Call to order, opening comments and certification of quorum

Chairman Owen called the meeting to order at 12:52 p.m. and welcomed members and guests. Quorum was certified.

There was a discussion as to whether or not there was a need to go into Executive Session. It was noted an Executive Session was not needed.

Agenda review and approval of December 13, 2016 minutes

Chairman Owen presented the agenda and the minutes for consideration.

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

To accept agenda as presented.

MOTION CARRIED UNANIMOUSLY

MOTION by Tommy Faulk; **Second** by Christian Richard

To accept the December 13, 2016 minutes as submitted

MOTION CARRIED UNANIMOUSLY

Louisiana Department of Agriculture Report

Dr. Mike Strain updated the Board about issues the LA Dept of Agriculture is facing including the opposition to having Assessment Funds undedicated by the State, trading with CUBA and increasing advertising "Buy Local, Buy Fresh"

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 Owen 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 Kevin Berken, **SECOND** by Ronald Johnson

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 Ag Magic, 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.

Chairman Owen then took the opportunity to announce the upcoming retirement of Mr. Jemison in July, 2017. The Board thanked him for all his efforts.

Funding Request Reports

Chairman Owen 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 five of the organizations requesting funding, USA Rice Council, Louisiana Radio Network, Louisiana Farm Bureau Ag Radio Network and TWILA Cooking Segment, and NASDA were present to make oral reports and requests.

Louisiana Farm Bureau TV

Avery Davidson with Louisiana Farm Bureau TV made a proposal to provide pre- and post-segment audio bumpers featuring the LRPB 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.

Louisiana Crawfish Promotion Board

Greg Faulk with the Louisiana Crawfish Promotion Board spoke to the LRPB about a joint campaign featuring rice and crawfish promotion. Possible suggestions were a billboard campaign or sponsoring a table at the Farm Bureau Convention in New Orleans. There is no request for funding.

USA Rice Council

Betsy Ward and Michael Klein with USA Rice Federation provided the USA Rice Council and Federation report.

Ward 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.

Louisiana Network

Jennifer Marsh with Louisiana Radio Network reiterated the accomplishments of the September 2016 radio campaign listed by Jemison in his report. She then outlined proposed plans for a September 2017 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.

US Rice Producer's Association

Glendon Marceaux asked to read a memo to the Board and have it entered into the minutes.

As a result of the efforts of the two nationally recognized rice promotion organizations the US Rice Federation and the USRPA to promote Louisiana producers rice and the fact that efforts of the USRPA to market Louisiana paddy rice successfully as a market specific IP product and thus dictating a higher rough price for the Louisiana Producer, who we are entrusted to represent on this board I make the following motion:

"I move that the proceeds for the next year from the Louisiana Rice Promotion check-off fund for third party promotion with national organizations be divided 90/10% between the US Rice Federation and the US Rice Producers Association"

Mr. Marceaux stated he knew funding protocols were in place and that he would not be asking for funding but wanted to have his motion recorded in the minutes.

NASDA

Dr. Mike Strain presented information about the upcoming NASDA meeting to be held in Louisiana. He has requested the LRPB consider sponsoring the event.

Act on Funding Requests

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

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

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

MOTION CARRIED UNANIMOUSLY

USA Rice Council

MOTION by Kevin Berken; **Second** by Jimmy Hoppe

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 with the exception of Glendon Marceaux

Louisiana Radio Network

MOTION by Kevin Berken; **Second** by Jimmy Hoppe

To approve Louisiana Radio Network request for funding of September 2017 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 5-K Rice Run

MOTION by Ronald Habetz; **Second** by Paul Johnson

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 Jimmy Hoppe; **Second** by Kevin Berken

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

MOTION CARRIED UNANIMOUSLY

NASDA

MOTION by Kevin Berken; **Second** by Paul Johnson

To approve a \$1,000 sponsorship of the NASDA Meeting..

MOTION CARRIED with Dr. Mike Strain abstaining.

Act on Contracts

Broadhurst Hamilton and Company

MOTION by Jimmy Hoppe; **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 Glendon Marceaux

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 Glendon Marceaux

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 Owen introduced Bruce Schultz. Mr. Schultz presented an update on the web page for the Louisiana Rice Promotion Board.

MOTION by Paul Johnson; **Second** by Ronald Habetz

To approve the proposal by Mr. Schultz to maintain the Louisiana Rice Promotion Board web page for a total of \$1,000.

MOTION CARRIED UNANIMOUSLY

Amend and Develop Budgets

The Board then developed the 2016 - 2017 amended budget.

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

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 2017 - 2018. The budget for the 2017 - 2018 will be attached at the end of the minutes.

MOTION by Kevin Berken; **Second** by Christian Richard

To approve the 2017 - 2018 Budget as developed by the board.

MOTION CARRIED UNANIMOUSLY

Appointments and Election of Officers

Appointment of Education Liaison on Ethics

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

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

MOTION CARRIED UNANIMOUSLY

Appointment of LARPB Representative to Louisiana Rice Farmer' Group

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

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

MOTION CARRIED UNANIMOUSLY

Election of Officers

Chairman Owen requested nominations for the Office of Chairman. Jimmy Hoppe nominated John Owen. Mr. Owen accepted. Ronald Habetz asked that nominations for Chairman be closed.

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

Chairman Owen requested nominations for the Office of Secretary/Treasurer. Glendon Marceaux 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, Paul Johnson 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 Owen 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 4:04 p.m.