

Louisiana Beef Industry Council  
Minutes  
December 13, 2024

Members Present: Allen Blanchard, Laura Richardson, Nickey Smith, Jonathan Lopinto, Hannah Hendry, Vendal Fairchild and Jarett Daigle

Approval of Minutes:

Nickey Smith made a motion, seconded by Jarett Daigle to accept the minutes from the September 27<sup>th</sup>, 2024 meeting. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council.

Peter Barrios next read the audit questions to the Council.

The Council agreed to have Peter do more research into LAMP account information.

Nickey Smith made a motion, seconded by Jonathan Lopinto to invest \$100,000.00 into a short-term CD at the best rate Peter Barrios can find. Secondly, to immediately reinvest \$200,000.00 as soon as it matures in February at the best rate possible. A roll call vote was taken. Hannah Hendry; yes, Allen Blanchard; yes, Laura Richardson; yes, Jonathan Lopinto; yes, Nickey Smith; yes, Jarett Daigle; yes, and Vendal Fairchild; yes. The motion passed.

Vendal Fairchild made a motion, seconded by Jarett Daigle to approve the financials. The motion passed unanimously.

Funding Requests:

The Council reviewed the South-Central District Livestock show funding request.

Nickey Smith made a motion, seconded by Vendal Fairchild to deny this request. The motion passed unanimously.

Old Business:

Kyle Coats, Louisiana Radio Network, asked the Council how exactly they want to allocate the \$15,000.00 marketing budget.

Vendal Fairchild made a motion, seconded by Jonathan Lopinto to allocate \$10,000.00 of the marketing budget to the certified Louisiana grant. A roll call vote was taken. Hannah Hendry;

yes, Allen Blanchard; yes, Laura Richardson; yes, Jonathan Lopinto; yes, Nickey Smith; yes, Jarett Daigle; yes, and Vandal Fairchild; yes. The motion passed.

Ashley Hughes provided a report to the Council on social media analytics on Facebook and Instagram.

The 2025 Ag Expo has been cancelled.

New Business:

John Thompson gave a report on the CBB.

Other Business:

The Council clarified that the Secretary/Treasurer officer is a one-person position.

Shae Simon, LCA, gave a report on LCA.

Public Comment:

Dylan Lacour, Livestock Brand Commission gave an update on the activities of the Commission.

Madison Plaisance, Louisiana Farm Bureau, gave an update on LFBF activities.

The next meeting of the Council will take place on Friday, March 14, 2025, at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vandal Fairchild made a motion, seconded by Johnathan Lopinto to adjourn the meeting. The motion passed unanimously.