

Louisiana Beef Industry Council
Minutes
March 1st, 2024

Members Present: Hannah Hendry, Loyd Dodson, Peggy Perkins, Allen Blanchard, John Thompson, Vandal Fairchild, and Jarett Daigle

John Thompson asked the Council to amend the agenda to include an appointment of the finance committee. Vandal Fairchild made a motion, seconded by Jarett Daigle to amend the agenda with this addition. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Peggy Perkins; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

The Council reviewed the minutes from the previous meeting on September 15, 2023. Jarett Daigle made a motion, seconded by Loyd Dodson to approve the minutes. The motion passed unanimously.

The Council next reviewed the minutes from the November 3, 2023, meeting.

Financial Report:

Peter Barrios presented the financial report to the Council. Vandal Fairchild made a motion, seconded by Jarett Daigle to approve the financials. The motion passed unanimously.

Next, the Council nominated members to the finance committee. The following members were nominated: Allen Blanchard, Loyd Dodson, Vandal Fairchild. Jarett Daigle made a motion, seconded by Peggy Perkins to approve the new members of the finance committee. The motion passed unanimously.

Peter Barrios reviewed the audit with the Council. Vandal Fairchild made a motion, seconded by Loyd Dodson to accept the audit. The motion passed unanimously.

Funding Requests:

Stephen Hightower, EatBR, presented a funding request for Restaurant Week. This sponsorship includes the Council logo on all printed menus, billboards, radio, print ads, digital marketing, and television marketing. All participating restaurants are required to use beef in at least one menu item offered on the restaurant week menu. Loyd Dodson made a motion, seconded by Jarett Daigle to approve the July 2024 Restaurant Week for the amount of \$7,500.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Peggy Perkins; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

Raquel Manuel, Louisiana FFA, presented an update on the 2023-2024 FFA projects. This funding supported the National FFA Meats Evaluation and Technology CDE (\$3,000.00 reimbursable funding), State CDE Sponsorship (\$5,000.000 reimbursable funding) and the June 2024 Annual FFA Convention (\$5,000.00 immediate funding). Raquel will return to the May budget meeting to present the funding request for 2024-2025 projects.

Jarett Daigle made a motion to recess, seconded by Loyd Dodson. The motion passed unanimously.

Old Business:

The Council discussed the 2024 Ag Expo.

New Business:

Ashley Hughes, Ashley Hughes Consulting, gave an update on the Council's social media and website. Vandal Fairchild made a motion, seconded by Loyd Dodson to renew Ashley Hughes contract for the amount of \$2,100.00/month with an extension to June 30th, 2024. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Peggy Perkins; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

The Associated Grocer's Spring Show will take place on April 23-24th, 2024 at the Lamar Dixon Expo Center in Gonzales, LA.

The Council discussed future Beef Board Orientation opportunities.

Next, John Thompson gave a report on the activities of the CBB.

Other Business:

There was no other business.

Public Comment:

Comments from the Louisiana Department of Ag and Forestry were given on the activities of the Department and on the Livestock Brand Commission.

The next meeting of the Council will take place on Friday, May 17th, 2024, at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vandal Fairchild made a motion, seconded by Peggy Perkins to adjourn the meeting. The motion passed unanimously.