

Louisiana Beef Industry Council
Minutes
November 18th, 2022

Members Present: Allen Blanchard, Amelia Kent, John Thompson, Vandal Fairchild, Jarett Daigle, Nickey Smith, Loyd Dodson and Peggy Perkins

The Council reviewed the minutes from the previous meeting. Vandal Fairchild made a motion, seconded by Peggy Perkins to approve the August 12, 2022 meeting minutes. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council. Vandal Fairchild made a motion, seconded by Nickey Smith to approve the financials. The motion passed unanimously. Peter mentioned to the Council that only checks will be issued for payment.

The meeting agenda was amended to include Hannah Devall, LSU AgCenter, 4-H Youth Development, LSU School of Animal Sciences, presented the Council with a plaque to thank them for being a top sponsor.

Funding Requests:

Chris Brooks, presented the funding request for the 2023 Restaurant Week. Restaurant week will take place at several restaurants around Baton Rouge during January 23-28 and July 24-29. There will be custom printed menus with the Council logo, table tents, city-wide billboards, features on WAFB & BR Proud Features on Guaranty Broadcasting 25,000+ fans and followers on social media 20,000+ daily emails subscribers menus featured on digbr.com, eatbr.com, wafb.com, Opentable, and visitbr.com. over 1 million page views during event month \$2 donation per social media post with #eatbr given to the Greater Baton Rouge Food Bank. Loyd Dodson made a motion, seconded by Amelia Kent, to approve this sponsorship funding request for a total amount of \$15,000.00. A roll call vote was taken. John Thompson abstain; Peggy Perkins, yes; Vandal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes. The motion passes.

Tyler Braud, LSU Block and Bridle, presented a sponsorship request for the 2023 Block and Bridle Convention. The Convention will take place January 31-February 3 in New Orleans, Louisiana. This event will draw hundreds of college students and faculty advisors from universities across the country. Block and Bridle is a student organization dedicated to

promoting the interest and scholarship of animal science and agriculture. Sponsorship will cover a beef meal for convention attendees and promotional items will also be given to attendees. This event will reach beef consumers, producers and advocates. Nickey Smith made a motion, seconded by Amelia Kent, to fund this sponsorship for the amount of \$4,500.00. A roll call vote was taken. John Thompson, abstain; Peggy Perkins, yes; Vandal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes; Nickey Smith, yes. The motion passes.

Lee McKinzie, Centenary College, presented a sponsorship request for the 2023 Beast Feast. The event will take place on Saturday, April 29 at the Centenary College Campus in Shreveport, Louisiana. Last year the event drew over 500 guests and 17 cook teams. There is an anticipated increase for both at the 2023 event. The LBIC logo will be displayed on all beef cook tents signage, general admission tent, reserved table, event map, LBIC recognized as Gold sponsor on all email blasts, webpage, social media posts and all PA announcements at the event. Loyd Dodson made a motion, seconded by Vandal Fairchild to approve this sponsorship for the amount of \$5,000.00. A roll call vote was taken. John Thompson, abstain; Peggy Perkins, yes; Nickey Smith, yes; Vandal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes. The motion passes.

Renee Naquin presented a sponsorship request for the South Central District Livestock Show. Amelia Kent made a motion, seconded by Allen Blanchard to charge 4-H in coming up with a proposal for next year as part of the global 4-H request. The motion passed unanimously.

Lindsay Edmonds, Hoffman Media, presented a sponsorship request for continued advertising in *Louisiana Cookin'* magazine. Hoffman Media will continue a custom, multi-platform program designed to strengthen audience discovery of seasonal recipe selections and the versatility in flavor profile of beef. Six full page custom print ads, twelve e-newsletter ads and six Instagram posts with a giveaway post throughout the year. Amelia Kent made a motion, seconded by Peggy Perkins to approve this sponsorship for the amount of \$11,000.00. A roll call vote was taken. John Thompson, abstain; Peggy Perkins, yes; Nickey Smith, yes; Vandal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes. The motion passes.

Skyler Lenz, NCBA, gave the Council a report on the 2022 Summer Grilling digital campaign. He next presented a sponsorship request for a 2022 Holiday Campaign. The Council decided to hold off on funding this request.

Old Business:

The Ag Expo will take place on January 13-14, 2023 at the Ike Hamilton Expo Center in West Monroe, LA. LBIC will have a booth with promotional items and giveaways.

Allen Blanchard made a motion, seconded by Amelia Kent to approve a \$200.00 reimbursable request for the LSU 4-H Challenge Camp Hamburger Cooking. A roll call vote was taken. John Thompson, abstain; Peggy Perkins, yes; Nickey Smith, yes; Vandal Fairchild, abstain; Jarett Daigle, abstain; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes. The motion passes.

The 2022 Fall Associated Grocer's Show took place on September 20 – September 21 in Gonzales at the Lamar Dixon Expo Center. The turnout was excellent. Associated Grocer's donated cases of meat to the Council to prepare at the Cookout event. John Thompson suggested that the Council send a thank you letter to Mike Bove thanking him for the cases of meat that were donated. The Council agreed.

New Business:

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

Other Business:

The project committee was discussed. The committee will be named at the next meeting.

Public Comment:

The NCBA Convention in February of 2023 will take place in New Orleans. LCA will have a booth and several LBIC Council members will be in attendance.

Kevin Wofford, Louisiana Department of Ag and Forestry, gave an update on the activities at the Department and on the Livestock Brand Commission.

The next meeting of the Council will take place on Friday, March 10th, 2023 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Allen Blanchard made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.