

# LOUISIANA EGG COMMISSION

## TENTATIVE MEETING MINUTES

October 10, 2023, 10:00 AM  
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY  
VETERANS' MEMORIAL AUDITORIUM  
5825 FLORIDA BLVD  
BATON ROUGE, LA 70806

NOTE: THIS IS TENTATIVE MINUTES FROM THE OCTOBER 10, 2023, MEETING OF THE LOUISIANA EGG COMMISSION. A FINAL REVISION OF THESE MINUTES WILL BE MADE AVAILABLE AFTER THE APPROVAL OF THE COMMISSION AT ITS NEXT REGULARLY SCHEDULED MEETING.

### CALL TO ORDER

The meeting of LEC was called to order at 10:05 AM by Josh Yarborough, Chairman.

### ROLL CALL

The roll was called by Allison Dumas, Assistant Director. Members/Alternates present: Josh Yarborough, Richard Mule, Dr. Brent Robbins, Jerry Barnum, Trent Vinci, and Jeanette Eisworth.

With six (6) members present, a quorum was declared.

### ELECTION OF OFFICERS

Motion was made by Jeanette Eisworth and seconded by Jerry Barnum to elect Josh Yarborough as Chair. All members were in favor. Motion Carried.

Motion was made by Jeanette Eisworth and seconded by Jerry Barnum to elect Richard Mule as Vice Chair. All members were in favor. Motion Carried.

Votes were made by board members to approve Kasey LeRoux as the Secretary/Treasurer. All members were in favor.

### PUBLIC COMMENTS

No public comments were given at this time.

### GUEST PRESENTATIONS

Ryan Casey, Account Executive with WWLTV/Premion presented a proposal to the Louisiana Egg Commission Board for streaming media advertising.

### APPROVAL OF MINUTES

Motion was made by Jerry Barnum to approve the minutes for the March 15, 2023, meeting. Richard Mule seconded the motion. All members were in favor. Motion carried.

### OLD BUSINESS

- A. The Division Report was given by Allison Dumas.  
Motion was made by Richard Mule to approve the Division Report. Jerry Barnum seconded the motion. All members were in favor. Motion carried.
- B. The Financial Report was given by Allison Dumas.  
Motion was made by Jeanette Esworth to approve the Financial Report. Richard Mule seconded the motion. All members were in favor. Motion carried.
- C. Past promotional activities were discussed.
- D. Discussion was held regarding the billboard that is no longer owned by the La. Cattlemen's Association. The Louisiana Egg Commission will make one last quarterly payment.

### NEW BUSINESS

- A. Natalie Glover gave an update on upcoming promotions.  
Motion was made by Jeanette Esworth to approve the upcoming promotional activities. Trent Vinci seconded the motion. All members were in favor. Motion carried.
- B. Motion was made by Josh Yarborough to approve the continuance of the La Cooking Campaign. Jeanette Esworth seconded the motion. All members were in favor. Motion carried.
- C. Motion was made by Josh Yarborough to approve the continuance of the La Radio Network campaign. Jeanette Esworth seconded the motion. All members were in favor. Motion carried.
- D. Motion was made by Josh Yarborough that Five Thousand Dollars (\$5,000.00) will be used to run commercial ads with the WWLTV Campaign. Jerry Barnum seconded the motion. All members were in favor. Motion carried.
- E. LEC applied for the Certified Louisiana Grant and was awarded Twelve Thousand Five Hundred Dollars (\$12,500).  
Motion was made by Josh Yarborough to use the grant for promotional items. Jeanette Esworth seconded the motion. All members were in favor. Motion carried.
- F. Chairman, Josh Yarborough reminded all members present to complete their online Sexual Harassment Training by October 31, and the Ethics Training by December 31.

### PUBLIC COMMENTS

No public comments were given at this time.

### NEXT MEETING

Tentatively scheduled for March 19, 2024.

### ADJOURNMENT

Motion was made by Jeanette Esworth and seconded by Jerry Barnum to adjourn the meeting at 10:46 AM. All members were in favor. Motion carried.

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Chairman, Josh Yarborough