

# LOUISIANA EGG COMMISSION

## MEETING MINUTES

March 19, 2024, 10:00 AM

LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

VETERANS' MEMORIAL AUDITORIUM

5825 FLORIDA BLVD

BATON ROUGE, LA 70806

### CALL TO ORDER

The meeting of LEC was called to order at 10:07 AM by Josh Yarborough, Chairman.

### ROLL CALL

The roll was called by Kasey LeRoux, Secretary/Treasurer. Members present: Josh Yarborough, Richard Mule, Dr. Brent Robbins, Jerry Barnum, Dr. Ashley Edwards, Corey Davis, John Lalla, and Jeanette Esworth.

With eight (8) members present, a quorum was declared.

### 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.

### INTRODUCTION OF GUEST

Natalie Glover introduced Girvus Johnson, our Assistant Director of Animal Health Food Safety.

### APPROVAL OF MINUTES

Motion was made by Jeanette Esworth to approve the minutes for the October 10, 2023, meeting. Richard Mule seconded the motion. All members were in favor. Motion carried.

### OLD BUSINESS

- A. The Division Report was given by Natalie Glover.
- B. The Financial Report was given by Kasey LeRoux.

Motion was made by John Lalla to approve the Financial Report. Corey Davis seconded the motion. All members were in favor. Motion carried. C. Past promotional activities were discussed.

- D. LEC applied for the Certified Louisiana Grant and was awarded Ten Thousand Dollars (\$10,000).

#### NEW BUSINESS

- A. Natalie Glover gave an update on upcoming promotions.  
Motion was made by Jeanette Eisworth to approve the upcoming promotional activities. Dr. Ashley Edwards seconded the motion. All members were in favor. Motion carried.
- B. Motion was made by John Lalla to approve the Gatorworks contract. Corey Davis seconded the motion. All members were in favor. Motion carried.
- C. Motion was made by Corey Davis to continue the discussion about the WWLTV / Premion Campaign at the next meeting. Richard Mule seconded the motion. All members were in favor. Motion carried.
- D. Chairman, Josh Yarborough reminded all members present to complete their online Tier 2.1 Ethics Personal Discloser Financial Statement, by May 15, Sexual Harassment Training by September 30, and the Ethics Training by December 31.

#### PUBLIC COMMENTS

No public comments were given at this time.

#### NEXT MEETING

Tentatively scheduled for September 17, 2024.

#### ADJOURNMENT

Motion was made by Richard Mule and seconded by Corey Davis to adjourn the meeting at 10:44 AM. All members were in favor. Motion carried.



Chairman, Josh Yarborough

