

LOUISIANA EGG COMMISSION
TENTATIVE MEETING MINUTES

October 1, 2024, 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 1, 2024, 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 10:04 AM by Josh Yarborough, Chairman.

ROLL CALL

The roll was called by Kasey LeRoux, Secretary/Treasurer. Members present: Josh Yarborough, Daniel Myrick, Will Strickland, Jeanette Eisworth, Corey Davis, Chris Trahan, Richard Mule, and John Lalla

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

INTRODUCTION OF GUESTS

Will Strickland and Dr. Daniel Myrick, DVM was introduced by Natalie Glover who also gave a short bio on them. They are new members of the Louisiana Egg Commission.

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.

Kyle Coates, Local Sales Manager with Louisiana Radio Network presented a proposal to the Louisiana Egg Commission Board for a statewide radio and billboard campaign.

APPROVAL OF MINUTES

Motion was made by Jeanette Eisworth to approve the minutes for the March 19, 2024, meeting. Richard Mule seconded the motion. All members were in favor. Motion carried.

OLD BUSINESS

- A. The Division Report was given by Girvus Johnson.
- B. The Financial Report was given by Girvus Johnson.
- C. Past promotional activities were discussed.

AMENDMENT TO THE AGENDA

Natalie Glover advised the commission that the agenda needed to be amended in order to add an item to New Business, specifically a brief presentation regarding proposed rules by LDAF General Counsel, Amy

McInnis. A motion to amend the agenda was made by John Lalla and seconded by Richard Mule. No objections were received and all members were in favor. Motion carried.

NEW BUSINESS

Natalie Glover gave an update on upcoming promotions. These scheduled events were approved with a motion made by Richard Mule and seconded by Corey Davis. All members were in favor. Motion carried.

- A. Motion was made by Jeanette Eisworth to approve the La Cooking Campaign contract. Chris Trahan seconded the motion. All members were in favor. Motion carried.
- B. Motion was made by Josh Yarborough to continue the La Radio Network Campaign. John Lalla seconded the motion. All members were in favor. Motion carried.
- C. Motion was made by Josh Yarborough that Five Thousand Dollars (\$5,000) will be used to run commercial ads with the WWLTV Campaign. Richard Mule seconded the motion. All members were in favor. Motion carried.
- D. Louisiana Egg Commission applied for the Certified Louisiana Grant and was awarded Ten Thousand Dollars (\$10,000). Jeanette Eisworth made a motion to use the grant towards the Hoffman Media contract. Corey Davis seconded the motion. All members were in favor. Motion Carried.
- E. Natalie Glover reminded members to find alternates.
- F. 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.
- G. LDAF General Counsel Amy McInnis gave an update on the proposed rules that will be promulgated on behalf of the Egg Commission. This included proposed rules regarding: (1) Remote Meetings, the Open Meetings Law, and the Americans with Disabilities Act; (2) petitions for rule changes; and (3) petitions for declaratory orders. No formal action was necessary.

PUBLIC COMMENTS

No public comments were given at this time.

NEXT MEETING

Tentatively scheduled for March 18, 2025.

ADJOURNMENT

Motion was made by Jeanette Eisworth and seconded by Richard Mule to adjourn the meeting at 10:53 AM. All members were in favor. Motion carried.

Chairman, Josh Yarborough