

ARKANSAS CORN & GRAIN SORGHUM PROMOTION BOARD MEETING
Zoom Only

Minutes

March 28, 2025
8:00 a.m.

Members Present via Zoom: Trent Dabbs, Tommy Young, Jason Felton, William “Perry” Galloway, Kenny Falwell

Members Absent: Patrick “Matt” Smith, Matt Gammill

WELCOME AND INTRODUCTIONS

Chairman Falwell commenced the board meeting at 8:03am, confirming a quorum.

AG LEARNING CENTER PROPOSAL

Admin Bray provided an overview of the promotion project from the Four States Rodeo & Fair for the Agricultural Learning Center, noting that the Soybean Promotion Board provided \$10,000 funding to the project.

The board contemplated funding the project, recalling prior decisions to await actions from other commodity promotion boards. Discussion ensued.

Motion to fund the promotion project “The Agricultural Learning Center” from the Four States Fair & Rodeo for \$10,000; moved by Jason Felton, seconded by Perry Galloway. Motion carried.

USGC & NCGA DELEGATE NOMINATIONS

Admin Bray outlined the USGC request for delegate nominations, noting that the current delegate’s term is expiring. **ATTACHMENT 1**

Member Young provided a brief overview of the USGC delegates duties, adding that the board traditionally sends two delegates. Discussion ensued.

Motion to nominate Perry Galloway as primary delegate and Trent Dabbs as alternate delegate for the National Corn Growers Association (NCGA); moved by Tommy Young, seconded by Jason Felton. Motion carried.

Member Young clarified that the next motion pertains to selecting USGC delegates and that an A-Team Member can be chosen later without a board vote.

Motion to nominate Tommy Young and Kenny Falwell as the U.S. Grains Council (USGC) delegates; moved by Jason Felton, seconded by Perry Galloway. Motion carried.

OTHER BUSINESS

Admin Bray proposed a discretionary fund for last-minute promotion proposals to avoid frequent board meetings.

Member Young added that this was something he would be supportive of funding up to \$10,000.

Motion to establish a discretionary fund up to \$10,000 for last minute promotion opportunities, subject to Department review; moved by Tommy Young, seconded by Perry Galloway. Motion carried.

Member Young initiated discussion on the board's website and marketing efforts, prompting some discussion.

Admin Bray informed the board that the Communications Group was allocated \$8,000 in 2024 for website maintenance under an agreement running from April 2024 to March 2025, which is expiring this month.

Since state funding follows the fiscal year (July 1 to June 30), Bray proposed extending the current contract to June 30 and establishing a new agreement for the upcoming fiscal year to align with the funding cycle.

Discussion ensued between members and the Communications Group. The board requested to revisit this discussion at the next summer meeting.

Motion to fund the Communication Group's website maintenance contract through June 30th; moved by Tommy Young, seconded by Perry Galloway. Motion carried.

ADJOURNMENT

Meeting adjourned at 9:10 am.

Kenny Falwell, Chairman