

**MINUTES OF A MEETING OF THE COMMISSION HELD ON  
WEDNESDAY 29<sup>TH</sup> JANUARY 2014 AT 11.50 AM  
AT LISSUE HOUSE**

**Present:**

Mr P O'Rourke (Chairman)  
Mrs M McCormack  
Mr K Sharkey  
Mr I Mark  
Mr J Noble  
Mr P O'Neill

**In attendance:**

Mr I Stevenson  
Mrs K McCullough

**2014/1/1 Apologies**

Miss S Blain (Commission Secretary).

**2014/1/2 Minutes**

The minutes of a Meeting held on 18<sup>th</sup> December 2013 were approved by the Commission, and signed by the Chairman.

Proposed: Mr I Mark  
Seconded: Mr J Noble

**2014/1/3 Matters arising**

**(i) GB/NI Price Differential Report**

The Board discussed the press coverage and positive feedback to LMC following the launch of the report and was eager to engage with the DARD Minister in taking forward any relevant issues and recommendations.

**2014/1/4 Chairman's Report**

**(i) Property**

Now that the ownership of Lissue House had been clarified the Board could spend a future meeting looking at the short, medium and long term options for the Lissue House premises.

*Withheld – Commercially Sensitive*

**2014/1/5 Chief Executive's Report**

**(i) Verbal Update on DARD Internal Audit 2013/14**

LMC Management met with the DARD Internal Auditors on Monday 27th January 2014 reference the 2013-14 LMC audit carried out in November 2013-January 2014. The Internal Auditors indicated that a satisfactory opinion with regards to the LMC audit would be reported.

**(ii) LMC Management Statement and Financial Memorandum**

The Board discussed two proposed additions to the LMC Management Statement and Financial Memorandum which had been circulated by DARD.

- (i) A paragraph on the responsibilities of the DARD Departmental Board which is to meet annually with the LMC Board.
- (ii) An additional paragraph in the Pensions; redundancy/compensation section – this point is not directly applicable to the LMC as staff are not on terms analogous to the NICS.

**Action Point:** Chief Executive to advise DARD that the Board has confirmed its contentment with the amendments to the MSFM.

*Withheld – Commercially Sensitive*

**(iv) Beef and Lamb Advertising Campaign**

The Board noted that television, radio, press and outdoor ads are ongoing and that this has stimulated interest in many retail outlets that are complementing the LMC activity with their own ads / promotions using the FQAS identity.

Mr I Mark wished to know why the promotions appear early in the year but not later. The Chief Executive replied that now we have a three year DARD approved business case we will be able to extend our ad agency remits for another two years which will allow greater flexibility to promote at different times of the year.

**(v) Small Claim Against LMC**

The Chief Executive advised the Board that a hearing will be attended by the Chief Executive and Industry Development Manager in the small claims court in Coleraine on Thursday 30<sup>th</sup> January 2014. The outcome of which should be known on the day.

**Action Point:** Chief Executive and Industry Development Manager to attend Coleraine Courthouse.

**2014/1/6 LMC BOARD SELF ASSESSMENT**

Not able to table feedback yet as not all individual self-assessments had been returned. The Chairman reminded members of the importance of everyone returning self-assessments to allow the Board to identify any areas which need improvement. All self-assessments are to be returned in advance of the next meeting where a combined version will be tabled for discussion.

**Action Point:** Hard copy to be provided to Mr K Sharkey. Email reminder to be sent by Chief Executive to all Board Members for the return of their Self-Assessment form if not already completed.

**2014/1/7 DRAFT LMC STRATEGIC PLAN 2014-17**

Mr J Noble stated that the draft Strategic Plan was, in his view, a good document which is positive, constructive and clearly sets out the objectives for the next three years. This view was echoed by the Board. Mr P O'Neill commented that a paragraph referring to 2012 analysis may be more apt if changed to 2013 analysis.

**Action Point:** The Board approved the draft Strategic Plan subject to removal of the short paragraph on 2012 market volatility.

The Chief Executive advised that the 2014-15 LMC Business Plan was currently being drafted by LMC management. According to DARD's timetable if our plans are to be presented to the Departmental Board in March 2014, they must be finalised and approved at the February 2014 Board meeting. In order to facilitate the Boards input before going to DARD and then back to LMC Board for approval it was suggested that a small Board sub group meet with management to finalise the drafts in advance of the February meeting. The Chief Executive has spoken to sponsor branch about simplification of the Business Plan to focus on higher level objectives & targets that would allow greater flexibility. The Board noted that DARD was welcoming of this approach and for the current large number of targets and objectives to be reduced.

**Action Point:** Chief Executive to co-ordinate a planning meeting mid-February with the Chairman and Board members K Sharkey & P O'Neill.

**2014/1/8 BUSINESS MONITOR**

The Board discussed the quarterly update with progress on Business Plan activities. There is a lot of ongoing work in progress to the end of the financial year and the only target highlighted in red is the recruitment of the Market Liaison Executive (the recruitment process for an 18 month contract failed to return a suitable candidate).

**2014/1/9 QUARTERLY SECTION REPORTS**

The Chairman asked if there were any issues for discussion:

There is a schools promotion event to be held on 13 March 2014. The Minister is being invited to attend.

The Certification Body for FQAS has been asked to carry out additional inspections within this current contract year, as they ran short of target last year.

**2014/1/10 ANY OTHER BUSINESS**

The Chairman stated that anyone with specific issues which they would like incorporated into a future Board Agenda should contact himself or the Chief Executive in advance.

Mr J Noble, Chairman of the Audit Committee, had been asked to prepare a preliminary report to the Board for the Audit Committee's work for 1/04/13 to 31/1/14. Each Board Member was given a draft copy. As the new Board member Mr P McElroy will not be in position until 1 February 2014 it may delay appointment of a Chairman of the Audit Committee until after the next Board meeting

**Action Point:**

- (i) It was agreed that Mr J Noble would modify and finalise his report to end January 2014.
- (ii) As an interim measure the Audit Committee Chairman for the February meeting will be decided amongst the three remaining members P O'Neill, M McCormack and I Mark.

**2014/1/11 DATE OF NEXT MEETING**

**(i) Board Meeting Dates:**

It was pointed out that the 26 March 2014 meeting may be a problem due to the Greenhouse Gas Implementation Event Taking place the same day. As the

Minister is possibly to attend the March Board meeting the date will be left flexible at the moment. Mr P O'Neill will not be able to attend the 23 April 2014 meeting.

**Action Point:** It was decided that the March meeting will be held week commencing 17 or week commencing 24 March 2014. The April meeting has been moved to Wednesday 30 April 2014.

**Action Point:** It was agreed that the next Board Meeting will be held at 10.00am in Lissue House on Wednesday 26 February 2014.

**As this was his last meeting a presentation was made to Mr J Noble thanking him for his time and contribution as an LMC Board Member for the past 6 years.**

*The meeting ended at 1.45pm.*