

**MINUTES OF A MEETING OF THE COMMISSION HELD ON MONDAY  
23 SEPTEMBER 2019 AT 11.30AM AT VIC-RYN, MOIRA ROAD, LISBURN**

**In attendance:**

**Present:**

Mr G McGivern (Chairman)  
Mrs O Chesney  
Mr J Lennon  
Mr G Maguire  
Mr H Sinclair

Mr I Stevenson  
Miss S Blain

Prior to the commencement of the Commission meeting, Donal McDade (Managing Director of Social Market Research) gave a presentation to the LMC Board and staff on the findings of its stakeholder research (commissioned earlier this year by LMC) on LMC's market information outputs and awareness of LMC's work in general.

**2019/8/1      Apologies**

Mr P McElroy

**2019/8/2      Declaration of Interests Pertaining to Agenda Items for Discussion**

The Board agreed that none of the agenda items required any Board members to abstain from discussions.

**Compliance with the Management Statement & Financial Memorandum, Sponsor Manual and Managing Public Money NI**

Confirmed.

*The Industry Development Manager joined the meeting at 11.35am*

**2019/8/3      Consideration of future LMC campaign advertising developments**

The Industry Development Manager had circulated a paper to the Board regarding the creative materials for future advertising campaigns. He highlighted the main points contained in his proposal paper and welcomed questions from the Board. The Board discussed the factors influencing the purchasing behaviour of consumers and how to address these drivers in the future development of LMC advertising campaigns.

Signed \_\_\_\_\_  
Chairman

**Action Point:** The Board requested that LMC develop the proposal further in consultation with LMC’s advertising agency. The proposal will be brought back to the Board.

**Action Point:** The Board approved the proposed budget to produce and launch new creatives.

*The Industry Development Manager left the meeting at 12 noon.*

**2019/8/4 Minutes of Commission Meeting Held on 22 July 2019**

The minutes of a meeting, held on 22 July 2019, were approved by the Commission and signed by the Chairman.

Proposed: Mr H Sinclair  
Seconded: Mrs O Chesney

**2019/8/5 Matters Arising**

- *Withheld – commercially sensitive*

**2019/8/6 Correspondence: Changes to LMC Sponsorship Arrangements in DAERA**

The Chief Executive advised that a meeting had been arranged between the new DAERA Corporate Sponsor Branch and LMC on 2 October 2019.

**2019/8/7 Chairman’s Report**

The Chairman noted the farmer protests had taken place in the Republic of Ireland and that a farmers groups meeting was taking place in Northern Ireland in the next week. The Board discussed how to encourage a consolidated approach by the NI red meat industry to lobby the government for support.

**Action Point:** The Board agreed that LMC should facilitate a meeting to bring all the NI red meat industry sectors together. The Chief Executive has arranged a meeting with NIMEA and UFU on 25 September 2019.

Signed \_\_\_\_\_  
Chairman

**2019/8/8 Chief Executive's Report**

The Chief Executive referred Board members to the written report provided with the Board papers and highlighted a number of points:

- **Livestock Farming and Climate Change**

**Action Point:** The Chief Executive will circulate Board Members with possible dates in November 2019 for a breakfast stakeholder engagement event.

- **LMC External and Internal Communications Plan**

**Action Point:** LMC will revisit the proposed communications plan in light of the Communications Officer recently tendering her resignation.

- **LMC Management Accounts for Q1**

The Chief Executive advised that income and expenditure is broadly in line with expectations.

**Action Point:** The management accounts were noted by the Board.

- **Farm Safety Partnership Affiliate Progress Report**

The Board congratulated the Chief Executive on his appointment as a Board member of Rural Support.

- **Upcoming Events**

The Chief Executive had detailed a number of upcoming events in his report.

**Action Point:** Board Members were asked to indicate to the Chief Executive which events they wished to attend.

**2019/8/9 Risk Management/Health & Safety**

- **Final Report to Those Charged With Governance (RTTCWG)**

**Action Point:** The Board approved the final RTTCWG for 2018-19.

Signed \_\_\_\_\_  
Chairman

**2019/8/10 Senior Management Team Minutes held on 8 May and 7 August 2019**

Noted.

**2019/8/11 Any Other Business**

- **LMC Schools Programme**

Board members and key LMC stakeholders will be attending a buffet lunch in Moira on 23 September 2019 to celebrate 20 years of the LMC Schools Programme

**2019/8/12 Date of Next Meeting**

The next meeting of the Board will be held on 28 October 2019 at 11.00am at Lissue Walk.

*The meeting ended at 12.30pm*

Signed \_\_\_\_\_  
Chairman