

# **MINUTES**

## **LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**December 19<sup>th</sup>, 2022**

**Rice Research Station**

**Rayne, LA**

### **Call to Order:**

David Savoy called the meeting to order at 1:00 P.M.

### **Roll Call:**

#### **MEMBERS PRESENT**

David Savoy  
Greg Faulk  
Bill Pizzolato  
Ralph Babin  
Wayne Romig  
Chandra Scarber  
Robert Buller

#### **MEMBERS ABSENT**

Kip Lastrapes

### **Declaration of a Quorum:**

A quorum was declared with 7 members.

### **Approval of Minutes:**

The minutes from the August 11, 2022 Board meeting were read.

**MOTION BY:** Bill Pizzolato seconded by Ralph Babin to approve the minutes from the August 11, 2022 Board meeting. Motion Carried.

### **Collections & Financial Report:**

David Savoy called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

**MOTION BY:** Ralph Babin seconded by Robert Buller to approve the financials. Motion Carried.

## **Promotion & Research:**

**MOTION BY:** A motion was made by Robert Buller seconded by Chandra Scarber to approve the renewal of the administrative officer's contract for the amount of \$12,500.00. Motion Carried.

Dee Scallan presented a proposal to the Board that entails twenty CrawfishTales® presentations in 2023 (literacy, kindness, good eating habits, Louisiana culture) at Louisiana schools, after school programs, and museums. All presentations include demonstrations of the crawfish traps, mud houses, the importance of eating clean healthy Louisiana crawfish, and Louisiana culture. Each presentation will include make and take crafts that are coordinated with the CrawfishTales® presentations. This project supports literacy, kindness, Louisiana Culture and healthy eating habits for the children of our state.

**MOTION BY:** A motion was made by Ralph Babin seconded by Bill Pizzolato to approve the Crawfish Tales project for the amount of \$21,500.00. Motion Carried.

Dr. John Hawke gave the Board an update on White Spot. He expressed interest in working with the Board on an upcoming research project and will present a proposal at the next Board meeting.

Patrick Fields, Nexstar, discussed the digital results from the 2022 marketing campaign. He presented the Board the 2023 marketing plan. This promotional project will run begin February 1<sup>st</sup> and run through June 30<sup>th</sup> and will include connected TV, social advertisements on Facebook and Instagram, and streamed audio. The targeted areas will follow the billboard locations.

**MOTION BY:** A motion was made by Chandra Scarber seconded by Wayne Romig to approve the 2023 promotional social media campaign for the amount of \$30,000.00. Motion Carried.

Next, the Board discussed the 2023 billboard campaign locations. The locations will be determined and presented at the next meeting.

Yvette Bonanno, presented her proposal on the potential of being a promotional spokesperson for the Board. Her six month proposal includes social media videos, newsletters, voice-overs for radio and commercials, posts on social media via Instagram, Facebook and TikTok. Recipe development and participation in all Louisiana festivals/events and food shows to document on all platforms. Participate as a chef judge for competitions, culinary classics and food shows throughout Louisiana. Create an important awareness of using Louisiana crawfish over imported options, not only to restaurants but to caterers, manufactures, and other food service providers. Work with BREADA and Red Stick Farmers Market to utilize crawfish with locally grown produce in recipes to bridge that "Farm-to-Table" experience and relationship. Louisiana

Crawfish will be in the forefront of all upcoming opportunities and any events with proper placement or potential growth would have a tremendous impact and ultimately result in wider exposure for Louisiana crawfish.

**MOTION BY:** A motion was made by Ralph Babin seconded by Chandra Scarber to approve Yvette Bonanno's proposal for the amount of \$15,000.00 for January 1, 2023 – June 30, 2023. Motion Carried.

Avery Davidson, Louisiana Farm Bureau Federation *This Week in Louisiana Agriculture's*, presented a social media proposal for 2023. Advertisements will run on Facebook, Instagram, TikTok and Twitter. This proposal also includes: Educational and promotional posts during crawfish season, giveaways during the season and 12 short video productions of cooking segments featuring Yvette Bonanno.

**MOTION BY:** A motion was made by Ralph Babin seconded by Bill Pizzolato to approve *This Week in Louisiana Agriculture's* social media proposal for the amount of \$20,000.00. Motion Carried.

Jennifer Marsh, Louisiana Radio Network, presented a social media proposal. This campaign will run March – May 2023. This campaign will deliver over one million impressions via desktop and/or mobile device. Additionally, the image of LA Crawfish will be posted on Tiger Rag Twitter each week during the months of March-May 2023. Each post will focus on LSU Baseball, either pre-game, in-game or post-game.

**MOTION BY:** A motion was made by Ralph Babin seconded by Greg Faulk to approve the social media campaign with Louisiana Radio Network for the amount of \$25,000.00. Motion Carried.

**MOTION BY:** A motion was made by Ralph Babin seconded by Robert Buller to seek a recommendation on the automated crawfish peeling machine. Motion Carried.

### **Board Business:**

The Board next discussed the crawfish season.

### **No public comment**

The date for the next Board meeting will be Wednesday, February 8<sup>th</sup>, 2022 at 1:00 p.m. location TBD.

**MOTION BY:** A motion was made by Ralph Babin and seconded by Chandra Scarber to adjourn the meeting. Motion Carried.