

# **MINUTES**

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

**August 23, 2022**

**University of Louisiana at Lafayette Alumni Center  
Lafayette, LA**

### **Call to Order:**

David Savoy called the meeting to order at 9:00 A.M.

### **Roll Call:**

#### **MEMBERS PRESENT**

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

#### **MEMBERS ABSENT**

Robert Buller  
Kip Lastrapes

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

A quorum was declared with 6 members.

### **Approval of Minutes:**

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

**MOTION BY:** Ralph Babin seconded by Bill Pizzolato to approve the minutes from the May 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 Chandra Scarber to approve the financials. Motion Carried.

## **Promotion & Research:**

Yvette Bonanno introduced herself to the Board and discussed some promotional opportunities that she could provide. The Board asked her to attend the next Board meeting to discuss further.

Avery Davidson, LFBF, presented the Board with a proposal for the “Field to Feast” segment featured on *This Week in Louisiana Agriculture*. This sponsorship provides the Board to the following: pre-segment and post-segment audio bumpers featuring the Board logo and the use of crawfish in segments as often as possible. This sponsorship will also include the weekly price check on crawfish, which will engage Louisiana residents in thinking about their weekend crawfish plans and promote the Louisiana crawfish industry.

**MOTION BY:** Greg Faulk seconded by Robert Buller to approve the 2023 TWILA contract for the amount of \$7,000.00. Motion Carried.

Jennifer Marsh, Louisiana Radio Network, The LA Crawfish Report is a specially prepared report by Don Molino, TVOLA’s Farm Director for over 35 years. This weekly report will have the latest Louisiana Crawfish information on everything from research to nutrition impacting the crawfish industry. This will run from February 20 – May 19, 2023. Every week, The Voice of Louisiana Agriculture Radio Network will produce a special one (1) minute LA Crawfish Report. This report will air in a fixed position, so producers know when to listen. The time is every Friday morning at 11:45 a.m. The Board will then receive one (1) :30-sec commercial after this report to promote the consumption of crawfish. Every week, the latest Crawfish news will be posted in the Monday edition of Don Molino and Avery Davidson’s Daily Voice E-Newsletter – The Daily Voice. Investment: \$6,175.00; only \$475.00 per week for 13 weeks.

Jennifer next presented another proposal for the amount of \$6,750.00. This proposal will include an investment in thirty (30) :60-sec commercials. This comes to a total of 1,650 individual commercials airing on LRN (30 spots x 55 radio stations). Commercials will air Monday through Friday for three weeks during the month of September (Sept. 4-Sept. 22, 2023). The Board will receive one :30-sec spot; LA Rice Promotion Board (LRPB) will receive one :30-sec spot, to make up one :60-sec spot. LRPB will be proposed the same campaign to run in partnership with the Board, maximizing reach and frequency. Each :30 will promote both LA Rice & LA Crawfish, giving both parties double the exposure. This gives the Board an additional 1,650 individual announcements at no additional investment. Markets covered: Houma, Thibodaux, Lafayette, Lake Charles, Baton Rouge and New Orleans, Shreveport, Monroe, Alexandria and many smaller cities in-between.

**MOTION BY:** Greg Faulk seconded by Chandra Scarber to approve the Louisiana Radio Network proposals in the amounts of \$6,175.00 and \$6,750.00. Motion Carried.

Dr. Mark Shirley, LSU AgCenter, gave the Board a report on White Spot.

**MOTION BY:** Ralph Babin seconded by Bill Pizzolato to approve the 2023 billboard campaign to use the Certified Louisiana grant money if approved for the amount of \$12,500.00. **Motion Carried.**

Next, an election for Vice-Chairman took place.

**MOTION BY:** Greg Faulk seconded by Bill Pizzolato to nominate Chandra Scarber as Vice-Chairman of the Board. **Motion Carried.**

### **Board Business:**

The Board next discussed the crawfish season.

### **No public comment**

The date for the next Board meeting will tentatively take place on Wednesday, November 9<sup>th</sup>, 2022 at 11:00 a.m. at the Louisiana Farm Bureau office building in Baton Rouge.

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