**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**January 11th, 2017**

**USGS NATIONAL WETLANDS RESEARCH CENTER**

**700 CAJUNDOME BLVD.**

**LAFAYETTE, LA**

**Call to Order:**

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

**Roll Call:**

**MEMBERS PRESENT** **MEMBERS ABSENT**

David Savoy

Ralph Babin Greg Benhard

Bill Pizzolato Chandra Scarber

Jody Meche Greg Faulk

Robert Buller

Kip Lastraps

Wylie Jewell

Wayne Romig

**Declaration of a Quorum:**

David Savoy declared the presence of a quorum with 8 members present and 3 members absent.

**Approval of Minutes:**

The minutes from the October 12th, 2016 Board meeting were read.

**MOTION BY**: Jody Meche and seconded by Ralph Babin to approve the minutes from the October 12th, 2016 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:** Wylie Jewell seconded by Ralph Babin to accept the financial report as presented. Motion Carried.

**Promotion & Research:**

Jessica Lange reported on the 2017 billboard campaign. The board decided at the last meeting that the billboard campaign budget was not to exceed $100,000.00. There is a total of twenty billboards in the following areas: Baytown, Winnie, Victoria, Schulenburg, El Campo, Corpus Christi, Dallas, Tyler, San Antonio, Memphis and Tallahassee.

**MOTION BY:** Bill Pizzolato and seconded by Jody Meche to look into co-branding with the Rice Promotion Board or another entity for the 2018 billboard campaign. Motion Carried.

The Board mentioned that they would like to explore the Arkansas area for the 2018 billboard campaign.

Next, Holly Clegg presented to the Board her 2016 content recap of her 2016 contract with the Board. She presented statistical results regarding YouTube, Facebook, Instagram, Pinterest, her newsletter etc and what she can do for the Louisiana Crawfish board for 2017 if her contract is renewed. For her 2017 contract, she will continue to do a monthly blog featuring Louisiana crawfish recipes with a link that goes to the Board’s site, promote Louisiana crawfish on all of her social media channels. Market Louisiana crawfish to restaurant and include crawfish recipes in upcoming opportunities, hand out bookmarks at events/speaking engagements. She will include Louisiana crawfish recipes in her new column with The Advocate newspaper. Holly will also contact newspaper/media outlets in the cities the billboards are located. Louisiana crawfish recipe videos will be on the Board’s site as well as Holly’s Facebook page, her website and her YouTube channel.

**MOTION BY:** Ralph Babin and seconded by Bill Pizzolato approved Holly Clegg’s contract for promotion in the amount of $27,000.00. Motion Carried.

**Board Business:**

The Board discussed the possibility of making all presentations to the Board a maximum of 20 minutes.

**MOTION BY:** Wylie Jewell and seconded by Ralph Babin to limit all presentations given to the Board at a maximum of 20 minutes. Motion Carried.

The Board next discussed the 2017 crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, May 3, 2017 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Jody Meche and seconded by Wylie Jewell to adjourn the meeting. Motion Carried.