**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**May 15th, 2019**

**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 Chandra Scarber

Robert Buller Wayne Romig

Ralph Babin Wylie Jewell

Kip Lastraps Jody Meche

Bill Pizzolato

Greg Faulk

**Declaration of a Quorum:**

A quorum was declared with 6 members present and 4 members absent.

**Approval of Minutes:**

The minutes from the January 23rd, 2019 Board meeting were read.

**MOTION BY**: Bill Pizzolato seconded by Ralph Babin to approve the minutes from the January 23rd, 2019 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 accept the financial report as presented. Motion Carried.

**Promotion & Research:**

Jerry Boyce with the FFA Foundation presented a sponsorship request for the FFA National Convention on June 3-6, 2019 at the Riverfront Center in Alexandria. With this sponsorship, the Board will receive sponsor recognition in the program, on the website and any other convention promotional materials.

**MOTION BY:** Greg Faulk seconded by Kip Lastraps to fund this sponsorship for $2,000.00. Motion Carried.

Dr. Joshua Vaughan gave an update of the automated crawfish peeling machine. Key phases of the work toward this are: development of iterative learning controller using machine vision feedback, detailed analysis of forces during shell splitting/cutting, development of impedance controller for shell splitting/cutting, and the refinement of system prototypes and extensive testing. Continued progress made on: machine vision algorithm development, subsystem design and component selection. In the next quarter: testing of machine vision on actual (not simulated or 3Dprinted)tails, analysis of forces necessary for peeling, further subsystem development, fabrication, and testing of the conveyor/shaker table, actuation of orientation mechanism and the compliant grippers.

Dee Scallan presented the Board with a funding request that would support literacy for the children of Louisiana. This would include 20 author visits around Louisiana schools to promote literacy and good eating habits. This project will be complete by the end of 2019. This project also entails the development of a Moby Pincher coloring book. It will be available on the website and the teachers will be able to print the coloring book for their students. This project cost includes the illustrations, editing, formatting etc.

**MOTION BY:** Greg Faulk seconded by Ralph Babin to fund this request for a total amount of $14,720.00. Motion Carried.

The Board next discussed the sponsorship request for 2019 LSU Ag Magic for $1,500.00.

**MOTION BY:** Ralph Babin seconded by Kip Lastraps to sponsor the 2019 LSU Ag Magic for $1,500.00. Motion Carried.

Next, Donald Dartez discussed converting the current website to WordPress. The site would have to be rebuilt. The cost of this project is $9,2000.00. This proposal would also include the migration of the Moby Pincher site and Moby Pincher book conversion to a private YouTube channel.

**MOTION BY:** Greg Faulk seconded by Ralph Babin to fund the conversion of the Board’s website to WordPress and the migration of the Moby Pincher site and Moby Pincher book conversion for $9,200.00. Motion Carried.

Rodney Hess presented the social media/advertising campaign proposal to the Board.

**MOTION BY:** Ralph Babin seconded by Kip Lastraps to decline this proposal. Motion Carried.

**MOTION BY:** Ralph Babin seconded by Bill Pizzolato to rescind the previous motion and include the $2,600.00 SEO optimization of the website in the website migration proposal for a total amount of $11,800.00. Motion Carried.

Holly Clegg gave a January – May 2019 promotion report. Her promotional efforts continue to reach multiple audiences through various social media channels. Thehealthycookingblog.com, Instagram, Facebook, LinkedIn, Twitter, Azumio, Slender Kitchen, Food Channel and monthly blog posts on the Board’s website. Her Louisiana crawfish recipes were featured in: Parade Magazine online: Mardi Gras Recipes-Crawfish King Cake, Chowhound featured Crawfish Etouffee, downloadable Louisiana recipes: includes Crawfish Boil Potato Salad, Crawfish Cakes with Horseradish Sauce, sweet potato collaboration and Holly’s blog: Featured Crawfish recipes on the homepage. Her content continues to be a referrer to website. She features her recipes on Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, EatFit app, Azumio Health, Slender Kitchen and the Food Channel site.

The Board next discussed signing a letter that will go to the National Sea Grant Selection Committee to support fully funding a research proposal addressing the problem of White Spot Syndrome in crawfish. The Board agreed to sign and send a letter to support this research.

**MOTION BY:** Kip Lastraps seconded by Ralph Babin to sign and send the Sea Grant letter. Motion Carried.

**MOTION BY:** Bill Pizzolato seconded by Robert Buller to approve the sponsorship of the Louisiana Farm Bureau Fishing Rodeo for $500.00. Motion Carried.

**Board Business:**

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, August 14th, 2019 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

(This meeting was rescheduled to Wednesday, August 21st, 2019 at 1:00 p.m.)

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