

**MINUTES**

MONDAY, FEBRUARY 29, 2016  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
5825 FLORIDA BOULEVARD  
VETERANS MEMORIAL AUDITORIUM  
BATON ROUGE, LA

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:06 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Sharkey.

**MEMBERS PRESENT**

MACK BROWN  
DONNIE FISHER  
KENNETH RAY GILL  
ROBERT SHARKEY  
SUSIE SHARKEY  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

HARVEY BURFORD  
LANNY CONERLY  
JERRY SIMPSON

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Donnie Fisher and second by Robert Sharkey to approve the minutes of the December 18, 2015, meeting. The motion carried.

**FINANCIAL REPORTS**

Michelle Estay read the August 2015 through January 2016 financial reports.

A motion made by Kenneth Ray Gill and second by Donnie Fisher to approve the August 2015 through January 2016 financial reports. The motion carried.

## **GARRISON ADVERTISING REPORT**

Steve Helmke of Garrison Advertising presented the advertising report. Mr. Helmke updated the board on the 2015/2016 campaign including t-shirts at the Washington Parish Free Fair; LSU Dads & Daughters Program; LSU Baseball Junior Announcer; and May/June outdoor billboards. He informed board members that they are under budget for the 2015/2016 marketing campaign: \$16,837 was budgeted for t-shirts, and \$13,580 was actually spent; \$7,913 was budgeted for graphic design, strategy and project management, and \$3,148 was actually spent; \$22,000 was budgeted for outdoor billboards, none of which has been spent thus far, but will be expended in May and June; \$26,625 was budgeted for LSU Baseball Junior Announcer sponsorship which matches the amount actually spent; and \$26,625 was budgeted for LSU Dads & Daughters which matches the amount actually spent. Mr. Helmke stated that \$69,978 of the \$100,000 budget has been expended to date.

## **SUDIA REPORT**

Cheryl Hayn and Jennifer Duhon presented the SUDIA report. They updated board members on 2016 SUDIA directors by state; 2016 dairy checkoff leadership; more dairy messages in the media; FUTP 60 program growing; funded schools increasing milk and yogurt sales; FUTP 60 program moving milk; dairy everywhere in Louisiana schools; school breakfast programs moving milk in Louisiana; milk at every meal campaign; 2016 programs; farm to school outreach; key local partnerships around the state; new USDA school partnership; LSU Smart Slice success; proactive approach to building consumer confidence; Louisiana Dedicated to Dairy; fueling Louisiana's athletes; Coolers for Coaches program; Gulf Coast Coaching Clinic; 8 oz. equivalent chocolate milk consumption per month; GAMD expanding in Louisiana; fluid milk gaining ground; dairy fat research making impact; U.S. consumption of dairy rising; and the power of partnerships.

Mrs. Hayn informed board members that SUDIA's December 2015 financial reports were in the packets she distributed for their review.

## **OTHER BUSINESS**

There was no other business.

## **PUBLIC COMMENT**

Matt Ewing of the Louisiana Department of Health & Hospitals informed board members that legislation has been introduced for the upcoming legislative session to legalize the sale of raw milk and wanted producers to be aware.

## **ADJOURNMENT**

No further comments were made. A motion made by Donnie Fisher and second by Mack Brown to adjourn. The motion carried.