

MINUTES

THURSDAY, MARCH 20, 2014
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
VETERANS MEMORIAL AUDITORIUM
BATON ROUGE, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 9:31 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Conerly.

MEMBERS PRESENT

PAUL ALFORD
HARVEY BURFORD
LANNY CONERLY
ROBERT SHARKEY
SUSIE SHARKEY (JOINED MEETING AFTER ROLL CALL)
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

Dairy farmer Joy Womack updated the Board on activities that she has been doing to promote dairy at community organizations and schools.

APPROVAL OF MINUTES

A motion made by Harvey Burford and second by Robert Sharkey to approve the minutes of the December 17, 2013, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the December 2013 and January and February 2014 financial reports. Mrs. Estay informed the Board that producer/processor Flowing Hills has started paying the assessment, but not Feliciana's Best.

Mrs. Estay stated that she usually attends Ag Expo on behalf of the Board, but Louisiana Department of Agriculture & Forestry employee Brandon Fairburn went this year instead. She informed the Board that funds would need to be moved from in-state administrative travel to in-state field travel to cover Mr. Fairburn's expenses.

A motion made by Paul Alford and second by Robert Sharkey to move funds in the budget from in-state administrative travel to in-state field travel to cover Mr. Fairburn's expenses. The motion carried.

Mrs. Estay stated that she received a letter requesting \$2,000 for the Tangipahoa/St. Helena Dairy Days that will be held June 12 at Craig and Kathy Dale Forrest's farm. Paul Alford informed board members that Washington Parish Dairy Days will take place at Brent Duncan's farm in June.

Mr. Conerly updated the Board on two national dairy events that he recently attended; a forum of promotional organizations in Washington, D.C. and the SUDIA Annual Meeting in Atlanta.

A motion made by Robert Sharkey and second by Paul Alford to approve the December 2013 and January and February 2014 financial reports. The motion carried.

SUDIA REPORT

Cheryl Hayn introduced SUDIA staff members Terry Charles, covering schools in Southeast Louisiana; Stephanie Yow, covering schools in the rest of the state; and Rebecca Turner, in charge of the nutrition affairs program and the health professionals program.

Mrs. Estay inquired about what would happen if Terry Charles were to leave SUDIA. Mrs. Hayn stated that it is highly likely that Louisiana would have an in-state staff member, but she could not guarantee it. Mrs. Estay stated that it was very important that Louisiana continue to have an in-state staff presence and with current employment demands it should be easy to find qualified candidates within Louisiana. Mrs. Hayn said there is the equivalent of one and a half people to cover Louisiana schools and nutrition affairs. Mrs. Hayn informed board members that SUDIA staff member Shaun Sosebee is working with farmers to film in Louisiana.

Rebecca Turner introduced Jamie Meeks, Sports Nutrition Coordinator at LSU. Ms. Meeks spoke to the Board about educating athletes, coaches and staff on nutrition. She updated board members on LSU's participation in Coolers for Coaches, Domino's Smart Slice Pizza and Dairy on the Go cups. Ms. Meeks said that the NCAA will allow chocolate milk for athletes' recovery.

Cheryl Hayn, Terry Charles and Rebecca Turner presented the SUDIA report. Mrs. Hayn began the report with updates on the Great American Milk Drive; Quaker partnership; DMI, MilkPEP partnership; and protein messaging at retail. Mrs. Charles continued the presentation and updated the Board on breakfast at school; dairy everywhere in Louisiana schools; expanding breakfast growing; breakfast moving more milk; summer feeding; and what's coming up. Mrs. Turner updated board members on the sports nutrition initiative in colleges and universities; health experts promoting dairy; communications; and health professional promotions in spring 2014.

Mrs. Hayn gave the Board an update on Dedicated to Dairy videos, 2014 June Dairy Month and tanker decals. She discussed the SUDIA annual report and financials.

XDESIGN ADVERTISING REPORT

Christine Kennedy of XDesign informed board members that 1st Co should have something ready toward the end of next month for the show they are producing for the Board. Mrs. Estay stated that the show needs to run in June.

Hunter Territo updated the Board on advertising and promotional efforts including Tiger Rag Magazine, shelf banners, Facebook cover changes and Facebook posts/total Facebook “Likes.”

Mr. Territo recommended that the Board do digital outdoor boards during the month of June, and there can be a new milk fact on the boards every day. He stated that \$29,000 in the budget remains unallocated. Mr. Territo advised board members that some of the leftover \$4,000 from GeauxDairy.com website updates can be moved to Facebook if needed.

A motion made by Susie Sharkey and second by Robert Sharkey to approve allocating the remaining \$29,000 in the advertising budget to billboards. The motion carried.

OTHER BUSINESS

Mr. Conerly asked Joy Womack about the ice cream she provides when going to schools promoting dairy. Mrs. Womack stated that she usually looks for Blue Bell ice cream that is on sale. Mrs. Estay informed board members that she will check on the proper way for the Board to reimburse Mrs. Womack for the ice cream she purchases for these events. Mrs. Estay also stated that she will check on having Mrs. Womack’s mileage reimbursed when attending events to promote dairy.

A motion made by Paul Alford and second by Harvey Burford to reimburse a spokesperson for expenses incurred to promote dairy at events on the Board’s behalf. The motion carried.

Mr. Conerly stated that the new Market Administrator Pat Clark would probably be able to come to a board meeting and speak, possibly at the next meeting in June. Mr. Conerly informed the Board of the option to hold meetings at different locations such as a school or the Saints Training Facility.

Mrs. Estay notified board members that their annual financial disclosure is due by May every year and the ethics training online must be completed by the end of the year. She provided handouts to the Board with this information.

Mrs. Estay stated that she wrote a letter of commendation to Dr. Gauthier and requested that Mr. Conerly sign it.

Mrs. Estay informed board members of sponsorship opportunities at the upcoming youth soccer tournament June 19-26. She stated that the Board could have an ad in the program, signage, their logo on the parking pass, a goodie bag item or a booth in the interactive area.

Board members were in favor of having a full page ad in the program for \$600. Mrs. Estay asked Mr. Territo about leftover funds budgeted for t-shirts. He stated that \$716 was left over and could be used for the soccer tournament.

Mrs. Estay informed board members that the dairy tax credit meeting would be held March 25. She stated that Ross Pruitt of LSU would be at the meeting with the Revenue office. Mrs. Estay said that all four quarters will qualify, and she will mail the documents by March 27 or 28 so they arrive by April 1.

Mrs. Estay read the letter of commendation that the Board will send to Dr. Wayne Gauthier thanking him for his service.

Mr. Conerly informed the Board that there was an EPA meeting held the previous Friday in Amite. He suggested that all dairy farmers should receive talking points on EPA issues.

Matt Ewing of the Department of Health & Hospitals updated board members on a bill in the state legislature to allow the sale of raw milk on dairy farms. Joy Womack said that she is going on April 1 with Joe and Sandy Mapes to speak to legislators about fighting this bill. Cheryl Hayn stated that a group from California is stirring up the raw milk issue and their tactic is to make it an emotional matter.

ADJOURNMENT

No further comments were made. A motion made by Paul Alford and second by Harvey Burford to adjourn. The motion carried.