

MINUTES

TUESDAY, MARCH 20, 2018
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 9:43 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

KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

MACK BROWN
DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

Mike Vidrine, Director of Sanitarian Services at the Office of Public Health, informed the Board that HB 325 would be heard in committee tomorrow. He explained that the bill would re-establish fees that were previously in place, but voted down last year.

Mike Ferguson, North Mississippi UDIA board member, said that he was there to answer any questions board members may have. He explained that DMI provides dairy promotion and research and consists of the UDIA board and National Dairy Board.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve the minutes of the September 19 and December 20, 2017, meetings. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the September 2017 through January 2018 financial reports. Mrs. Estay informed board members that a check intended for the Dairy Stabilization Board was deposited into the Dairy Industry Promotion Board's account in error, and an adjustment will be made and reflected on February's financial reports.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to approve the September 2017 through January 2018 financial reports. The motion carried.

THE DAIRY ALLIANCE REPORT

Molly Szymanski and Jennifer Duhon presented The Dairy Alliance report. Mrs. Szymanski updated board members on the following: dairy promotion overview; USDA oversight; Dairy Act/Order regulations; DMI structured to maximize farmer investment; seamless delivery of dairy promotion; 15¢ allocation; Unified Marketing Plan; per capita domestic dairy consumption (pounds of milk); cheese and butter drive dairy growth; milkfat contribution to farmers' milk check; production growing faster than domestic use; 2018 Global Dairy Summit; and Discovery Education.

Mrs. Duhon continued the presentation with updates on the following: Louisiana highlights; statewide partnership; Saints and FUTP 60; and upcoming events.

A motion made by Kenneth Ray Gill and second by Susie Sharkey to approve The Dairy Alliance report. The motion carried.

Mrs. Estay informed the Board that The Dairy Alliance contract has been signed and explained that it took a while due to a great deal of proof being required for the organization being a sole source and name changing. She stated that board members had asked her to look at other options for the future since the contract ends December 31. Mrs. Estay said that she contacted Dairy Max and spoke to the Commissioner about the issue. She explained that some options include issuing a request for proposals next year or the Board administering all of the advertising funds.

Mrs. Susie Sharkey stated that it would be difficult to consider contracting with The Dairy Alliance again due to the lack of a working relationship with the CEO. Mrs. Estay said that she informed Jennifer Duhon that the Board is checking into other options since her employment is dependent on it and recommended her for other options. Mr. Robert Sharkey inquired about the reason the Board does not have a working relationship with the CEO.

UDIA board member Michael Ferguson stated that The Dairy Alliance CEO Doug Ackerman is different from Cheryl Hayn, the previous SUDIA General Manager who he succeeded. He explained that Mr. Ackerman has a military background and can be short and abrasive, but is businesslike and there are no issues with him and The Dairy Alliance staff. Mrs. Estay informed board members that she had an encounter with another staff member that was

uncalled for and stressed the importance of being able to communicate with the organization in which the Board is contracting. She express concern that his attitude toward the Board may be passing on to other staff. Mr. Ferguson stated that they had advised Mr. Ackerman to readdress the Board, but they can't force him to do so. He understands the situation, but for now they are sticking with Mr. Ackerman.

Molly Syzmanski stated that Mr. Ackerman reorganized the organization last April, and she is now the chief operating officer. She said that The Dairy Alliance is delivering on the contract, and Jennifer Duhon is doing a great job.

Mrs. Estay said that she would update board members at the next meeting and have the final options to present.

Mrs. Estay informed the Board that she spoke with Jennifer Duhon about an opportunity to help the American Diabetes Association with summer camps for kids that teach them how to eat better and have a balanced diet. She said that they need educational materials to reinforce MyPlate and estimated the cost to be \$1,000 for numerous camps. Here they work with and teach the campers how to deal with their medical condition by proper nutrition. Mrs. Duhon stated that an average of 50 students attend the Baton Rouge and New Orleans camps each, and the Leesville overnight camp which is available statewide averages 150 students. Mrs. Estay advised board members that funds are available if they would like to help with the camps' nutrition education that will include dairy. Jennifer said she could be available to attend to help focus on dairy even more.

A motion made by Matt Travis and second by Kenneth Ray Gill to approve \$1,000 for the American Diabetes Association kids camps. The motion carried.

Mrs. Estay informed board members that she will attend Ag Wonders in April on behalf of the Board which is an educational event that approximately 1,000 children attend.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Garrison updated the Board on recent campaign activities including marketing partnership (LSU intellectual property rights, LSU Dads and Daughters and Baseball Junior Announcer); Dads and Daughters Program (logo recognition, events, public address announcements, electronic media and GeauxMail); Junior Announcer Program (public address announcements, internet and promotional items); additional benefits (signage and digital billboards); and budget update (t-shirts - \$15,750, LSU Baseball Junior Announcer Sponsorship Coordination - \$1,625, LSU Dads & Daughters sponsorship coordination - \$1,625, graphic design, strategy, project management - \$4,500 est., and website and social media updates - \$1,500) for a total of \$25,000.

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve Garrison Advertising's report. The motion carried.

Mrs. Estay informed the Board of an opportunity she had to apply for grant funding that could be used for consumer promotion/educational outreach, highlighting the benefits of milk on behalf of the Board. She said the grant funding she applied for could be used to purchase a fiberglass full-size milking cow named after the Board's cow, Lucy Anna. She stated the Board has discussed this in the past. Mrs. Estay stated that the cow is mobile and could be brought to schools and other events. She explained that dairy educational materials would be purchased and would be distributed that the children could take home to reach the adults as well. Mrs. Estay stated that the grant money would also be used to purchase vinyl wrapping of a trailer to transport the fiberglass cow and agency costs to design work needed. Mr. Garrison showed board members some pictures of the cow made for other states. Mrs. Estay explained that children's museums could borrow the cow for special events. She advised the Board that the fiberglass milking cow, educational materials, signage, trailer and wrap could be purchased for \$30,000. Mrs. Estay said that approval for this grant funding, the way it was structured, allotted for the Board to purchase the items and then be reimbursed. She further explained that the fiberglass cow makes a mooing sound, is all hand-painted and will have the Board's Louisiana boot and Farm to Table logos placed on it. The body of the cow will be painted to depict Lucy Anna as she is on the Louisiana Dairy Farmer seal.

A motion made by Robert Sharkey and second by Kenneth Ray Gill to accept grant funding and purchase the fiberglass milking cow and related items. The motion carried.

Mrs. Estay stated that she is updating the Board's website, and Garrison Advertising will take over more detailed work later. She said that a Lucy Anna page will be added allowing the fiberglass cow to be scheduled for events. Mrs. Estay informed board members that a farmer page will also be added with photos and information about Louisiana dairy farms. She will be sending out a letter to request farmer information.

OTHER BUSINESS

Kenneth Ray Gill stated that he heard a Farm Bureau meeting will take place at 7:00 p.m. tonight at Top of The Hill Restaurant in Kentwood regarding abolishing the Dairy Stabilization Board.

PUBLIC COMMENT

Dairy farmer Joy Womack said that she attended a dairy meeting in Nashville where they were trying to convince dairy farmers to get H-2A workers that earn \$11.69 per hour.

ADJOURNMENT

No further comments were made. A motion made by Kenneth Ray Gill and second by Robert Sharkey to adjourn. The motion carried.