

MINUTES

THURSDAY, APRIL 24, 2014
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
602 3RD ST
KENTWOOD CAFÉ MEETING ROOM
KENTWOOD, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 9:13 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
LANNY CONERLY
ROBERT SHARKEY
SUSIE SHARKEY
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

There was no public comment.

DISCUSSION AND VOTE ON OPENING RFP PROCESS FOR ADVERTISING CONTRACT TO COVER 2014-2017

Mrs. Estay informed the Board that it has to execute a contract with an advertising agency every three years, and the contract with Xdesign is up this year. She stated that a request for proposals (RFP) must be issued, and the Board will need to vote to draft and issue a RFP for the 2014-2017 contract for an ad agency. Mrs. Estay explained the RFP process to board members. She advised the Board that the only thing that will be different from the last RFP process is that the grading system will be a consensus system.

Mrs. Estay explained the reason that a RFP needs to be issued. Robert Sharkey asked if the Board could place advertising directly instead of having to go through an ad agency. Mrs. Estay stated that although she could place advertising, there are graphic and technical things she would not be able to do. Susie Sharkey asked if the Board could hire a person for public relations.

Mrs. Estay called Wanda Ward who handles contracts for the Louisiana Department of Agriculture & Forestry and put her on speaker phone. Mrs. Ward advised the Board that it can make the RFP specific, leaving certain things out, and set the budget at the amount they want. She stated that the RFP can be set not to exceed a certain amount, but the Board does not have to spend the total amount. Mrs. Estay asked if the Board would need to issue a RFP if they just wanted to do billboards for a year. Mrs. Ward explained that if the Board is only purchasing advertising space, it can do so through purchasing. She stated that artwork has to go through a consulting contract because of the creativity. Mrs. Estay asked what would need to be done if the Board hired a person to go into schools and do TV shows. Mrs. Ward stated that this would need to be a consulting contract as well. She said that this contract can be separate from the RFP or the Board could go through the advertising agency to hire this spokesperson and board members could approve who is selected. Mrs. Ward advised the Board that they can do a RFP that includes advertising, promotion and public relations and could do a separate contract with a spokesperson if they decide to do so at a later time. She reminded board members that contracts have to be less than \$50,000 to not have to go through the RFP process and Contractual Review looks at contracts on a three year basis. Mrs. Ward stated that after the ad agency is chosen, the Board can instruct them to only spend a certain amount and only do specific things.

Mrs. Estay advised board members that they should vote to issue a RFP to have an agency to be there for some support. She stated that at the next meeting when the Board reviews the proposals, they can narrow down exactly what is wanted from the advertising agency.

A motion made by Susie Sharkey and second by Robert Sharkey to issue a RFP for advertising agency proposals. The motion carried.

A motion made by Robert Sharkey and second by Paul Alford to authorize Michelle Estay to work with Wanda Ward on the wording for the issuance of the RFP. The motion carried.

OTHER BUSINESS

Mrs. Estay advised board members that they need to complete their financial disclosures that are due May 15, and she gave them additional copies of the forms.

PUBLIC COMMENT

Mr. Conerly informed the Board that Rebecca Turner of SUDIA is looking for someone to host dieticians from Tulane on a dairy farm. He stated that a graduate student from Mississippi State contacted him looking for an internship this summer on a dairy farm. Mr. Conerly informed board members of a museum in Ponchatoula that has a mechanical cow that can be milked.

ADJOURNMENT

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