

**MINUTES**

MONDAY, JUNE 29, 2015  
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 10:21 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  
KENNETH RAY GILL  
ROBERT SHARKEY  
SUSIE SHARKEY  
JERRY SIMPSON  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

HARVEY BURFORD  
LANNY CONERLY  
DONNIE FISHER

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Jerry Simpson and second by Kenneth Ray Gill to approve the minutes of the February 19, 2015, meeting. The motion carried.

**FINANCIAL REPORTS AND FY 2016 PROPOSED BUDGET**

Michelle Estay read the February through May 2015 financial reports. She stated that \$25,000 was moved from savings into the checking account to pay bills through June 30. She said that another producer/processor started paying the assessment which brings the total to three.

Mrs. Estay reviewed the FY 2016 proposed budget discussion data. She estimated that the Board will spend \$8,000-\$10,000 into savings for the current fiscal year.

Mrs. Estay informed the Board that the cost of Ag Expo in West Monroe increased from \$375 to \$400 this year and stated that the budget for the North Louisiana Agri-Business Council could be increased to reflect this change.

A motion made by Robert Sharkey and second by Jerry Simpson to increase the budget for the North Louisiana Agri-Business Council from \$375 to \$400. The motion carried.

Mrs. Estay explained that miscellaneous operating expenses were higher than anticipated due to a check order. She stated that the budget for these expenses was \$300, but \$416.82 was actually spent.

A motion made by Jerry Simpson and second by Robert Sharkey to increase the budget for miscellaneous operating expenses from \$300 to \$425. The motion carried.

A motion made by Jerry Simpson and second by Kenneth Ray Gill to approve the February through May 2015 financial reports. The motion carried.

Mrs. Estay stated that a FY 2016 budget would need to be approved.

A motion made by Jerry Simpson and second by Robert Sharkey to approve the starting budget for July 1 to be the same as the current fiscal year which is \$243,262. The motion carried.

#### **GARRISON ADVERTISING REPORT**

Steve Helmke of Garrison Advertising presented the advertising report. Mr. Helmke updated board members on 2014/2015 campaign activities including the 2015 guiding strategy. He reviewed the 2014/2015 promotions which included the “selfie” t-shirts; LDAF cookbook ad; Tiger Rag; LSU Junior Announcer Program; billboard campaign (Strong Bodies Drink Milk); and website updates. Mr. Helmke stated that the 2014/2015 campaign budget was \$100,000, but \$94,075 was actually expended.

Mr. Helmke presented the campaign recommendations for FY 2015/2016 including the 2016 guiding strategy. He stated that the 2016 proposed campaign includes the LSU Baseball Junior Announcer Program (winter/spring); LSU Dads & Daughters Program (late summer/spring); statewide outdoor billboards (reuse of investment in billboard “vinyls”) in the important May/June time period; and website updates as needed. Mr. Helmke reviewed the 2015/2016 proposed campaign budget which includes t-shirts (\$16,837); graphic design, strategy and project management (\$7,913); outdoor billboards (\$22,000); LSU Baseball Junior Announcer Sponsor (\$26,625); and LSU Dads & Daughters (\$26,625).

A motion made by Susie Sharkey and second by Kenneth Ray Gill to approve the 2015/2016 proposed campaign budget. The motion carried.

#### **SUDIA REPORT**

Cheryl Hayn and Rebecca Turner presented the SUDIA report. Mrs. Hayn began the report with updates on the new school staff member; the challenge to sell more milk and dairy products in today’s market; Dedicated to Dairy – connecting with consumers to grow milk sales;

new crisis preparedness materials; June Dairy Month 2015; This Week in Louisiana Agriculture; Louisiana Cookin' ad; connecting farmers and consumers; A Farm Family Storybook; marketing partnerships; Great American Milk Drive retail campaign; and fluid milk reinvention innovation process.

Mrs. Turner updated board members on “Dairy Everywhere” in Louisiana schools – building a foundation for lifelong dairy consumers; more expanding breakfast programs; Fuel Greatness breakfast campaign; schools increasing breakfast participation; Milk @ Every Meal; more Strive for 35 trainings – keeping milk cold!; summer feeding programs moving milk; SUDIA supporting new summer feeding sites (including the video of Our Lady of the Lake Children’s Hospital; Saints supporting FUTP60; GENYOUTH empowering student leaders; partners supporting New Orleans schools; spreading the dairy word; upcoming events; Louisiana Coolers for Coaches; student athletes refueling with chocolate milk in Louisiana; health and wellness – creating dairy advocates to increase consumer confidence; nutrition affairs program strategies; SUDIA offering lactose intolerance training; Chef Folse and Susie Sharkey – promoting June Dairy Month; and dairy in the media.

Mrs. Hayn reviewed the April financial report for SUDIA.

#### **OTHER BUSINESS**

There was no other business.

#### **PUBLIC COMMENT**

Dairy farmer Joy Womack informed board members that she went to the State Capitol during the legislative session and spoke to several legislators regarding the raw milk issue. Mrs. Womack stated that she distributed a disc that several legislators watched showing a young girl that suffers from a severe illness due to her consumption of raw milk. Mrs. Womack said that legislators ultimately voted against the sale of raw milk. She also updated board members on how she has been promoting the sale of milk.

Matt Ewing of the Department of Health and Hospitals thanked everyone who helped fight the sale of raw milk including Commissioner Strain.

Chairman Sharkey updated board members on SUDIA meetings that she has attended and those she will attend in the future.

Mrs. Estay informed board members that there was a push during this year’s legislative session to eliminate tax credits. She said that all tax credits were reduced by the same amount so dairy farmers will now get 75% of the original tax credit if all four quarters qualify.

#### **ADJOURNMENT**

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