

MINUTES

THURSDAY, AUGUST 26, 2021
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
TELECONFERENCE/ZOOM - <https://us02web.zoom.us/j/85468692398>
TELEPHONE - DIAL: 215-446-3657, 888-363-4735 (US TOLL FREE)
CONFERENCE CODE: 152952

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:05 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

TED MILLER
ROBERT SHARKEY
SUSIE SHARKEY
DARRELL SINAGRA
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

MICHAEL SHAUN HOUEYE
RANDY MORELL

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman. Darrell Sinagra nominated and Robert Sharkey seconded Susie Sharkey for chairman. With no further nominations coming forward, Susie Sharkey was elected chairman with a unanimous vote.

Mrs. Sharkey opened the floor for nominations for vice-chairman. Robert Sharkey nominated and Susie Sharkey seconded Darrell Sinagra for vice-chairman. With no further nominations coming forward, Darrell Sinagra was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

Mrs. Estay informed board members that the Board has moved to the Office of Management & Finance within the Department of Agriculture & Forestry and introduced the Assistant Commissioner, Dane Morgan.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Darrell Sinagra to approve the minutes of the June 24, 2021, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the June 2021 financial report. Mrs. Sharkey inquired if Flowing Hills Creamery has begun paying the assessment, and Mrs. Estay stated that it has not. Mrs. Estay said that she spoke to Amy McInnis with LDAF legal staff regarding this issue, and Mrs. McInnis will draft a letter to send to the company via certified mail. Mrs. Estay explained that all other avenues of attempting to receive payment for assessments have been exhausted such as multiple emails and phone calls. Mrs. Estay said that after this certified letter is mailed, a determination will need to be made regarding whether an auditor should be sent out.

Mrs. Estay then read the March through June 2021 Profit & Loss Detail report and the July 2021 financial report.

Mrs. Sharkey asked if LSU still owes the Board advertising, and Mrs. Estay stated that Mr. Garrison will discuss that issue in his presentation. Mrs. Estay explained that assessments from the LSU Ag Center will not appear on the financial reports for several months due to it being closed for COVID and having no production. She said they just started back this month and provided their assessments for August.

A motion made by Ted Miller and second by Darrell Sinagra to approve the March through July 2021 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Garrison presented the July 2020 through June 2021 campaign budget which included social media management and development, consisting of the creation of up to eight social media posts per month and increasing awareness of dairy products and farmers (budget - \$16,600.00, spent - \$16,600.00); content promotion and targeted messaging, consisting of promotion of up to eight posts per month to help increase website following (budget - \$4,800.00, spent - \$4,800.00); and video creative and production support, consisting of copy and broadcast support for up to five 30-second to one-minute videos (budget - \$4,000.00, spent - \$1,877.50). Mrs. Estay explained that she reached out to Miss Louisiana about making a video, but her busy schedule did not allow her to do so. She stated that Chef Celeste Gill recorded four cooking videos for \$200.00 apiece that were edited and posted to the Board's website and Facebook page by the ad agency. Mrs. Estay informed board members that she is still reaching out to dairy farmers to ask their families to record videos which will require editing and the budget in this category has not been expended since this has not taken place yet.

Mr. Garrison continued his presentation of the campaign budget including updates and design for website (budget - \$9,000.00, spent - \$9,000.00); five outdoor panels placed in June

2021 to extend the grant campaign [budget - \$7,000.00 (\$2,000.00 added); spent - \$5,470.40]; and agency services which is the cost for supervision and project coordination (budget - \$6,000.00, spent - \$6,000.00) for a total budget of \$47,400.00 with \$43,747.90 spent.

Mrs. Sharkey asked Mr. Garrison about the cost of the billboards. Mr. Garrison stated that he chose bumpable billboards at a cheaper price than specific locations, and he was able to get these for \$1,000.00 per month each. He said that the Board only paid for the billboards to be up through the end of June, but four of them are still up today, providing great added value. Mr. Garrison explained that unless someone else buys the panels, the billboards will remain up.

Mr. Garrison continued the presentation with updates on social media, the website and LAMAR Advertising analysis. He presented the January through June 2021 dairy grant budget consisting of outdoor (budget - \$8,000.00, spent - \$8,000.00); agency and creative services (budget - \$2,000.00, spent - \$2,000.00); and digital display ads (budget - \$5,000.00, spent - \$5,000.00) for a total budget of \$15,000.00 which matches the amount spent. Mr. Garrison reviewed the LAMAR Advertising analysis – grant; dairy grant – digital ad creative; desktop display; mobile display; and digital advertising results.

Mr. Garrison said that the Washington Parish Fair is still scheduled to take place as of now, but he would recommend that the Board choose a t-shirt design that is not dated in case it gets canceled. Mr. Garrison stated that he spoke to the t-shirt company, and they can get quantities of shirts depending on what color is chosen which varies from day to day. Mrs. Estay stated that the fair will begin October 20 which still gives the Board time to decide about a t-shirt design. Mr. Garrison showed a few t-shirt and mask ideas.

Mr. Sinagra suggested a t-shirt design that focuses on real milk and distinguishes it from beverages that falsely claim to be milk. Mrs. Estay informed board members that the most recent t-shirts made said, “Real Milk.” She said we could continue using the same message on the shirt with a different image. Mrs. Sharkey recommended purchasing t-shirts whether the fair takes place or not for the dairy farmers’ Dairy Day and to possibly sell on the website. Mrs. Estay stated that since Dairy Day was canceled in 2020 due to COVID, the farmers did not get the most recent t-shirt printed and can receive it at the next Dairy Day that is held with more sizes being ordered if needed. Mrs. Sharkey suggested a retro-themed shirt with farm scenery. Mrs. Estay asked board members if they would like Mr. Garrison to develop t-shirt design ideas that could be used whether the Board places a full order for the Washington Parish Fair or just a partial order if t-shirts are not sold at the fair this year. Mr. Miller recommended, and other board members agreed that Mr. Garrison should work on t-shirt design ideas so the Board will be ready if the shirts are sold at the fair, but not placing a t-shirt order at this time. Mrs. Estay said that she can send t-shirt design ideas to board members for their input. Mr. Garrison stated that he spoke to the t-shirt printer, and they would be able to have the t-shirts printed in time for the fair if the order is placed by the first of October. He said that he will begin working on t-shirt design ideas with a “real milk” and nostalgia theme.

A motion made by Darrell Sinagra and second by Robert Sharkey to accept the Garrison Advertising report. The motion carried.

Mrs. Estay inquired if the Board needs to have a working budget with Garrison Advertising for this year's advertising. She asked about the cost of the t-shirt, and Mr. Garrison informed her that it is approximately \$15,000.00 to \$16,000.00 including agency fees. Mrs. Estay stated that \$15,000.00 could be allocated for the t-shirts including creative, and the allocation for other types of advertising could be decided later. She asked board members for feedback on any interesting advertising ideas. Mr. Garrison said that he will present a proposed advertising budget at the Board's meeting next quarter that would be under the \$50,000.00 range. Mrs. Estay said that she will begin researching advertising ideas that are sent to her that can be included in the proposed budget.

FY 21-22 CERTIFIED LA PROGRAM PROMOTIONAL GRANT BUDGET

Mr. Garrison inquired about the Certified Louisiana Grant funding for this fiscal year, and Mrs. Estay stated that it is \$15,000.00. Mrs. Estay said that she will begin working on ideas to be presented at the next meeting, but the funds will not be dedicated by a vote to individual ideas at this point.

DAIRY MAX REPORT

Jennifer Duhon presented the Dairy Max report with updates on the following: school marketing; youth wellness strategy; Black and Gold Ticket Contest; Fuel Up to Play 60 (FUTP60)-2020 recap; Dairy Optimization-2020 recap; grant updates; tier districts; partnership with the Saints; partnership with Cam Jordan; back to school education; health and wellness; 2021 health and wellness-quarter YTD; HWAC in Louisiana; working with our healthcare professionals; healthcare professionals communication training; LA healthcare professionals-cheese chat; Nourish Dialogue Dinner farmer interview; upcoming HW events; business development; LSU college food pantry summit; and cooler for dairy at LA Tech's food pantry. Mrs. Estay inquired if there was any interest from ULM about receiving a dairy cooler. Mrs. Duhon explained that many colleges are not considering receiving a cooler due to the requirement that they must have a connection to be getting dairy on a regular schedule, and ULM was one of those colleges that did not want to make that commitment. She stated that outreach has been made to all colleges in the state to let them know about the program. Mrs. Duhon continued her presentation with updates on new partnerships, financial snapshot and financial-YTD.

A motion made by Robert Sharkey and second by Darrell Sinagra to accept the Dairy Max report. The motion carried.

OTHER BUSINESS

Mrs. Estay informed board members that she sent them an email regarding sexual harassment training that must be completed by the end of the year. She explained that members need to sign the form saying they completed the training and send a copy of it to her. Mrs. Estay advised board members that their financial disclosure reports were due in May and should be submitted if not done so already. She reminded members that ethics training must be

completed by the end of this year and requested that they send a copy of their certificates for completing the ethics training to her when it is done.

PUBLIC COMMENT

Mrs. Estay informed board members that she will contact them regarding the upcoming meeting date for the next quarter which usually occurs in December.

ADJOURNMENT

No further comments were made. A motion made by Darrell Sinagra and second by Robert Sharkey to adjourn. The motion carried.