

MINUTES

WEDNESDAY, SEPTEMBER 3, 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 10:03 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. He welcomed those in attendance and acknowledged the newly sworn in members to their first meeting.

MEMBERS PRESENT

MACK BROWN
LANNY CONERLY
DONNIE FISHER
KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
JERRY SIMPSON

ELECTION OF LDIPB OFFICERS

Mr. Conerly opened the floor for nominations for chairman. Robert Sharkey nominated Susie Sharkey for chairman.

A motion made by Mack Brown and second by Donnie Fisher to close the nominations for chairman and elect Susie Sharkey by acclamation. The motion carried.

Mr. Conerly turned control of the meeting over to newly elected chairwoman Susie Sharkey.

Mrs. Sharkey opened the floor for nominations for vice-chairman. Mr. Conerly nominated Donnie Fisher for vice-chairman.

A motion made by Lanny Conerly and second by Robert Sharkey to close the nominations for vice-chairman and elect Donnie Fisher by acclamation. The motion carried.

ELECTION OF SUDIA BOARD MEMBER AND DELEGATES

Mrs. Sharkey opened the floor for nominations for SUDIA board member. Mr. Sharkey nominated Susie Sharkey for SUDIA board member.

A motion made by Donnie Fisher and second by Lanny Conerly to close the nominations for SUDIA board member and elect Susie Sharkey by acclamation. The motion carried.

Mrs. Sharkey opened the floor for nominations for SUDIA delegates. Mr. Fisher nominated Lanny Conerly and Robert Sharkey for SUDIA delegates.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to close the nominations for SUDIA delegates and elect Lanny Conerly and Robert Sharkey by acclamation. The motion carried.

Mr. Conerly stated that he would like to resign as SUDIA board member as of November 1 to allow the newly elected board member Susie Sharkey to attend the SUDIA board meeting.

PUBLIC COMMENT

Dairy farmer Joy Womack updated the Board on events that she has attended to speak about being a dairy farmer and promote milk. Mrs. Estay said that Mrs. Womack will be reimbursed by the Board for items she has purchased to serve ice cream at some of these events.

Matt Ewing of the Department of Health & Hospitals informed board members that there are currently 125 dairy farmers in the state, this number decreasing since last year. He thanked Louisiana farmers for help in opposing the raw milk bill.

Gerald Simmons of the Louisiana Dairy Products Association informed the Board of an upcoming meeting concerning the sale of raw milk.

Mrs. Estay introduced LDAF Assistant Commissioner of Agro-Consumer Services Benjy Rayburn and new Director of the Louisiana Egg Commission Dr. Bobby Fletcher who were in attendance.

APPROVAL OF MINUTES

A motion made by Donnie Fisher and second by Lanny Conerly to approve the minutes of the June 25, 2014, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the June and July 2014 financial reports.

A motion made by Donnie Fisher and second by Lanny Conerly to approve the June and July 2014 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison and Steve Helmke of Garrison Advertising presented the advertising report. Mr. Garrison introduced Mr. Helmke and himself to board members and gave background information on the agency.

Mr. Helmke presented the Board's ad that ran in the July Tiger Rag magazine and also the current Tiger Rag design. He informed board members that the most time-sensitive need is finalizing the t-shirt design since the order should be placed by September 19th. Mrs. Estay confirmed that the quantity of t-shirts for each size was correct, and Mr. Helmke said he would check into ordering onesies. Mr. Helmke presented the "Selfie" design that the Board was in favor of using. He suggested placing the large image on the back of the t-shirt with the LDPB logo on the front. After receiving feedback from board members, Mrs. Estay advised Mr. Helmke to design a blue t-shirt that reads "Drink More Milk!" with the large image on the back. Mr. Helmke said he would look for a shirt as close as possible to the blue that was presented, but would use green if he could not find one since board members liked that color as well.

Mr. Helmke requested board members' feedback on the 2015 advertising campaign. Mr. Fisher suggested promoting other dairy products besides fluid milk. Mrs. Estay stated that the Board could work with processors on a project and asked Gerald Simmons if they would be willing to do so. Mr. Garrison said that he will meet with Mr. Simmons to discuss this idea and present a proposal at the next board meeting for partnering with processors. Mr. Helmke asked when promotional activities should take place, and Mr. Fisher advised that February through June would be the best time. Mr. Fisher suggested targeting population centers. Mrs. Estay stated that point of sale promotions would be a good advertising avenue since they have been successful for the Board in the past.

SUDIA REPORT

Cheryl Hayn, Terry Charles and Stephanie Yow presented the SUDIA report. Mrs. Hayn began the report with updates on the mission and direction; renewed investment in fluid milk to grow sales; case study: coffee category; turning the tide of dietary fat; Milk Life campaign; The Great American Milk Drive; Quaker partnership; and this year more than 16% of U.S. milk being exported. Mrs. Charles continued the presentation and updated the Board on dairy everywhere in 100% of Louisiana parishes; breakfast programs moving more milk; Curtis Lofton and Saints promoting breakfast; Coolers for Coaches; summer food service; Fuel Up to Play 60; and Fuel Up to Play 60 at a Saints game. Mrs. Yow updated board members on World School Milk Day; school events; health professional promotions; third party advocates; and what's coming up. Mrs. Hayn completed the presentation with updates on Louisiana being Dedicated to Dairy; Dedicated to Dairy Phase 3: Milk Moments; Milk Moments digital ads; McDonald's continuing to innovate; more partnerships for dairy (Taco Bell, Pizza Hut and Domino's); and Domino's video.

Mrs. Hayn informed board members that a copy of the SUDIA financial report could be found in their folders.

Mrs. Estay stated that the Board's one-year contract with SUDIA ends in December. She provided a draft of the proposed new contract to board members for their review. Mrs. Estay

informed board members of three changes to the proposed contract: 1.) If there is an assessment collection structure change, the contract status is affected; 2.) SUDIA shall maintain at least one Louisiana resident employee, full or part time; and 3.) the contract duration is increased to three years.

A motion made by Donnie Fisher and second by Lanny Conerly to accept the proposed contract between the Board and SUDIA. The motion carried.

OTHER BUSINESS

Mrs. Estay informed the Board of an advertising opportunity in the Saints yearbook that would consist of a two-page ad at a cost of \$6,000.00. Board members did not express interest in this proposal.

PUBLIC COMMENT

Chairwoman Sharkey asked for public comment, and there was none.

ADJOURNMENT

No further comments were made. A motion made by Donnie Fisher and second by Mack Brown to adjourn. The motion carried.