

## **MINUTES**

TUESDAY, SEPTEMBER 19, 2017  
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 10:14 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  
DONNIE FISHER  
KENNETH RAY GILL  
ROBERT SHARKEY  
SUSIE SHARKEY  
JERRY SIMPSON  
MATT TRAVIS  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

### **MEMBERS ABSENT**

HARVEY BURFORD

### **ELECTION OF LDIPB OFFICERS**

Mrs. Sharkey opened the floor for nominations for chairman. Jerry Simpson nominated and Robert Sharkey seconded Susie Sharkey for chairman. A motion made by Mack Brown and second by Kenneth Ray Gill for nominations to cease. The motion carried and Susie Sharkey was elected chairman by acclamation.

Mrs. Sharkey opened the floor for nomination for vice-chairman. Susie Sharkey nominated Jerry Simpson for vice-chairman. A motion made by Donnie Fisher and second by Mack Brown for nominations to cease. The motion carried and Jerry Simpson was elected vice-chairman by acclamation.

### **SUDIA BOARD MEMBER AND DELEGATES**

Mrs. Sharkey opened the floor for nominations for SUDIA board member. Jerry Simpson nominated and Robert Sharkey seconded Susie Sharkey for SUDIA board member. A motion made by Jerry Simpson and second by Donnie Fisher for nominations to cease. The motion carried and Susie Sharkey was elected SUDIA board member by acclamation.

Mrs. Sharkey opened the floor for nominations for SUDIA delegates. Donnie Fisher nominated and Susie Sharkey seconded Matt Travis for SUDIA delegate. Kenneth Ray Gill nominated Robert Sharkey for SUDIA delegate. With no further nominations coming forward, the nominations were closed and Matt Travis and Robert Sharkey were elected SUDIA delegates by acclamation.

A motion made by Donnie Fisher and second by Robert Sharkey to allow the chairman to find an alternate delegate if neither of the elected delegates are available. The motion carried.

### **PUBLIC COMMENT**

There was no public comment.

### **APPROVAL OF MINUTES**

A motion made by Donnie Fisher and second by Jerry Simpson to approve the minutes of the June 27 and July 13, 2017, meetings. The motion carried.

### **FINANCIAL REPORTS**

Michelle Estay read the August 2017 financial reports.

A motion made by Donnie Fisher and second by Jerry Simpson to approve the August 2017 financial reports. The motion carried.

### **GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising presented the advertising report with a handout being distributed to each member. Mr. Garrison updated the Board on recent campaign activities including LSU Dads & Daughters and LSU Baseball Junior Announcer. He presented the 2017 Washington Parish Fair t-shirt design with the slogan options of "Milk fuels *the* body for all your MOOOOves!" or "Milk fuels *your* body for all your MOOOOves!" and color choices of light blue, lime, daisy, mint green, Carolina blue, natural and kelly green. Board members were in favor of using the "Milk fuels *the* body for all your MOOOOves!" slogan and Carolina blue t-shirt color. Mrs. Estay informed board members that extra t-shirts from previous years were donated to Hurricane Harvey flood victims in Texas.

Mr. Garrison presented the 2017/2018 campaign budget update with the following budgeted items: \$15,750.00 for t-shirts; \$1,625.00 for LSU Baseball Junior Announcer sponsorship coordination; \$1,625.00 for LSU Dads & Daughters sponsorship coordination; \$4,500.00 (estimated) for graphic design, strategy and project management; and \$1,500.00 for website and social media updates for a total budget of \$25,000.00.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to accept Garrison Advertising's report. The motion carried.

### **SUDIA REPORT**

Molly Szymanski and Jennifer Duhon presented the SUDIA report. They updated board members on the following: SUDIA programs; in store dairy promotions; Arby's summer milkshake promo; school health and wellness; and SUDIA Milk at Every Meal school promotion: fall 2017 kit. Mrs. Szymanski reviewed handouts on GENYOUth; SUDIA's Online Newsroom; and how to make the SUDIA website an "app" on your smartphone. Mrs. Duhon and Mrs. Szymanski continued the presentation with updates on Fuel Up to Play 60; Saints and LSU AgCenter; Saints Player Ambassador and Newsroom.

Mrs. Sharkey informed board members that the current SUDIA contract expires at the end of the year, and they need to decide if they want to contract with SUDIA again. Mrs. Szymanski reviewed the SUDIA Contract Services or Work Proposal including: school programs (Fuel Up to Play 60, Saints partnership, Dairy Everywhere and nutrition education); food and nutrition outreach (health professional outreach, dairy publicity media campaigns); issues and crisis management; and dairy promotion news (Newsroom). She said it would cover the following expenses: United Dairy Industry Association (UDIA) membership dues; Unified Marketing Plan equalization fund costs; board meeting/travel costs; and SUDIA staff salary and benefits.

Mrs. Estay stated that the SUDIA General Manager has not contacted or provided any proposal information to her personally prior to this meeting as promised at a prior Board meeting. Mrs. Estay made it clear that without the work conducted and presentations by Mrs. Szymanski and Mrs. Duhon there would be no consideration by her on continuation of services. She suggested entering into a one-year contract with SUDIA and assessing the situation due to recent leadership changes and budget/service cuts at SUDIA. Additional discussion regarding SUDIA's proposal and leadership was had.

A motion made by Jerry Simpson and second by Donnie Fisher for the Board to enter into a one-year contract with SUDIA. The motion carried.

Mrs. Estay stated that SUDIA will need to provide sole source documentation.

### **OTHER BUSINESS**

There was no other business.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

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