

MINUTES

WEDNESDAY, JUNE 13, 2012
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
LDAF 2ND FLOOR CONFERENCE ROOM
BATON ROUGE, LA

CALL TO ORDER

LDIPB Director Michelle Estay acting as Commissioner Strain’s designee called the meeting to order at 10:10 a.m.

SWEARING IN OF NEW TERM APPOINTED BOARD MEMBERS

Mrs. Estay called on Assistant Director Rebecca Riecke to swear in the new term appointed board members. Mrs. Riecke administered the oath of office to the board members who were present at the meeting.

RECOGNIZE NEW TERM APPOINTED BOARD MEMBERS

Mrs. Estay recognized the new term appointed board members: Jerry Simpson, Robert Sharkey, Donnie Fisher, Russell Creel, Lanny Conerly, Susie Sharkey, Paul Alford and Harvey Burford. Mr. Burford was absent from the meeting due to a funeral he had to attend.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Mrs. Estay.

MEMBERS PRESENT

PAUL ALFORD
LANNY CONERLY
RUSSELL CREEL
DONNIE FISHER
ROBERT SHARKEY
SUSIE SHARKEY
JERRY SIMPSON
MICHELLE ESTAY (COMMISSIONER STRAIN’S DESIGNEE)

MEMBERS ABSENT

HARVEY BURFORD

ELECTION OF LDIPB OFFICERS

Mrs. Estay stated that the Board needed to elect officers.

A motion made by Donnie Fisher and second by Paul Alford to keep the same Louisiana Dairy Industry Promotion Board members as last year (Lanny Conerly as Chairman and Russell Creel as Vice-Chairman). The motion carried.

Mrs. Estay relinquished control of the meeting to Chairman Conerly.

APPROVAL OF MINUTES

A motion made by Paul Alford and second by Russell Creel to approve the minutes of the February 7, 2012, meeting. The motion carried.

FINANCIAL REPORT

Michelle Estay read the April 2012 financial report; she stated that the May 2012 financial report had not been completed when she checked with the accounting office. Mrs. Estay explained that some bills are still outstanding and will come in within the next few months. She said that some budget categories will not use the full amount of money that was allotted to them.

A motion made by Donnie Fisher and second by Susie Sharkey to approve the financial report. The motion carried.

Chairman Conerly welcomed the guests attending the meeting and called on Mrs. Susie Sharkey to pray.

FY 2013 PROPOSED BUDGET

Mrs. Estay presented the 2012-2013 budget discussion data to the Board, explaining the outstanding bills, anticipated assessments, estimated activity through June, and obligations that are outstanding. She distributed a hard copy of the "2012-2013 Budget Discussion Data" with outstanding bills totaling \$38,334.35; anticipated assessments totaling \$60,000 (half to SUDIA); estimated activity through June totaling \$22,934.79; and obligations outstanding, estimating the ad agency final bill as \$41,464.91 and mileage reimbursements as \$1,000. Mrs. Estay stated that if X Design billed the full amount that was budgeted for advertising, that would make the Board go into savings by about \$20,000; however, Mrs. Estay advised the board that X Design projected they would be under budget by approximately \$9,664. She said this would make the final ad agency bill about \$31,000, so the board would only be over budget by \$10,000 and have to go into savings that amount. Mrs. Estay stated that board members knew when they passed the 2011-2012 budget that they would have to go into savings.

Mrs. Estay informed the Board that she did not spend the full \$18,000 budgeted for promotional supplies, but has only spent about \$10,000 to \$12,000 the past few years in this budget category. She made the Board aware of the promotional items that she purchased. She stated that she could purchase more items, if needed, but wanted to wait to see how much the Board went over budget before she bought more promotional supplies.

Mrs. Estay discussed each item in the budget. She stated that the Board has paid the Tri-State Rodeo \$550 the past few years, and the expense has been included in the miscellaneous

category. She advised the Board that the Tri-State Rodeo expense could be added as a separate line item in the budget. The Board decided to leave the Tri-State Rodeo in the miscellaneous category since it may be held in another state in the future besides Louisiana.

Mrs. Estay discussed the budget projections for next year. She advised the Board that there are two budget categories that can be adjusted: advertising and promotional supplies. She stated that if everything stayed the same, the budget would be approved for \$270,025. Mrs. Estay estimated that the Board would take in \$230,000 this year.

A motion made by Paul Alford and second by Donnie Fisher to approve the proposed budget with the same numbers as last year knowing they will have to go into savings once again. The motion carried.

X DESIGN ADVERTISING REPORT

Christine Kennedy and Hunter Territo of X Design Advertising presented the advertising report. Ms. Kennedy stated that they would be under budget by about \$9,600 this year. Mr. Territo played the Board's television commercial with the new voice over. He discussed the website and Facebook page, including the statistics for the people visiting the page.

Chairman Conerly stated that Gerald Simmons of the Louisiana Dairy Products Association would have to leave the meeting soon and called on him to give an update to the Board before departing. Mr. Simmons informed the Board that this year's legislative session went as well as could be expected. He stated that Mrs. Estay and he had discussed the idea of using milk caps for advertising and that Brown's Dairy already prints the Saints logo directly on their milk caps. Finally, Mr. Simmons advised the Board of a fundraiser that will be held October 5-6 for the LSU Animal Science Department to provide scholarships for students in intern programs that will give stipends to them to help pay for their expenses. He stated that the fundraiser will include a dinner on October 5 and golf tournament on October 6.

X Designed continued their advertising report. Ms. Kennedy stated that they were considering having a contest through Facebook to design the dairy t-shirt this year.

Mrs. Estay stated that she would like the ad agency to check into a few ideas. The first idea is a statewide project to work with processors to put a logo or wording on the tops of gallons or half-gallons of milk that kids could collect and bring to school and receive prizes for the most caps. She said that the Board could not pay for the prizes, but could help pay to put the logo or wording on the milk caps. Mrs. Estay stated that the Board may be able to get a spokesperson to go into the schools and make them aware of the project.

Mrs. Estay also wanted the ad agency to look into the idea of having a contest to name Louisiana's dairy cow mascot called "Name Louisiana's Cow."

Mrs. Estay discussed the Board purchasing a fiberglass cow that can be milked and taken to events to educate children. Board members were in favor of all of Mrs. Estay's ideas.

SUDIA REPORT

Cheryl Hayn of SUDIA updated the Board on their dairy promotion efforts with the “Dedicated to Dairy” theme. The update included the agenda, the reason for the current direction, fluid milk growth strategies, new products rolling out the first half of 2012, the checkoff research growing whey protein sales, the checkoff research growing domestic MPC sales, and dairy everywhere. Mrs. Hayn introduced Terry Charles, the new SUDIA staff person in the state for schools. Ms. Charles updated the Board on dairy everywhere in Louisiana schools, “Coolers for Coaches” growing milk sales, the “Fuel up Like a Pro” breakfast contest, the “Top that Pizza” contest winner at Audubon Elementary School, “Fuel up to Play 60,” upcoming events, health professionals supporting dairy, educating school nurses, the media tour for spring 2012, “Dedicated to Dairy,” “Dedicated to Dairy-Phase 2!,” “June Dairy Month: 75 Years of Family Tradition,” and tanker decals rolling out. Mrs. Hayn presented the SUDIA financial report to the Board.

PUBLIC COMMENT

Dr. Wayne Gauthier from the LSU AgCenter stated that all five months have qualified for the dairy tax credit, but milk prices are lower. Dr. Gauthier informed the Board that Dr. Bill Waters’s daughter died of a massive heart attack. He advised board members that Sue Mosley of the Market Administrator’s Office retired.

Donnie Fisher proposed a resolution to send Sue Mosley a letter of recognition to thank her for her years of service. Chairman Conerly stated that he would like the Board to send a sympathy card to Dr. Bill Waters. Dr. Gauthier stated that he will send Mrs. Estay the address for Dr. Waters.

Chairman Conerly said a plaque will be presented to Linda Greco, previously with SUDIA, the following day on June 14 at Dairy Days from Washington and Tangipahoa Parishes.

Mrs. Estay stated that she spoke with Mrs. Greco recently and asked if she would be willing to help on occasion with specific projects for the Board, and Mrs. Greco said that she would.

Chairman Conerly reminded board members to file their financial disclosure reports.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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