

STRAWBERRY MARKETING BOARD
Minutes for Meeting Held on January 6, 2011

The meeting was called to order at 6:15 pm by Chairman Chris Olah at the Hammond district office of the Louisiana Department of Agriculture and Forestry office at 47076 North Morrison Blvd, Hammond, LA. Patricia Dayberry conducted the roll call.

MEMBERS PRESENT

Paul Blair for Commissioner Mike Strain, DVM
Mr. Chris Olah, Chairman
Mr. William Fletcher, Vice Chairman
Mr. Eric Morrow
Mrs. Rhonda Poche'
Mr. Mark Liuzza
Mr. Wayne Howes
Mr. Blaine Dayries
Mrs. Heather Robertson

MEMBERS NOT PRESENT

Ms. Leslie Fontenot, Ponchatoula Strawberry Festival
Dr. Regina Bracy
Mr. Kevin Liuzza
Mrs. Lucy Mike

Guests

Patricia Dayberry - LDAF
Gerald Garrison - Garrison Advertising
Stephen Lechich - Louisiana Network
Nick Gagliano - Gagliano Group
Steve Pugh - Louisiana House of Representatives - District 73
Johnny Morgan - LSU AgCenter
Jeanne S. Smith - Louisiana Public Broadcasting
Malcolm Robinson - Louisiana Public Broadcasting
Anna Franklin, Louisiana Young Agriculture Producers Program

MOTION: Mr. William Fletcher made a motion to allow Paul Blair to sit in for Commissioner Strain this evening in his absence. Eric Morrow seconded the motion. The motion carried unanimously.

Chairman Chris Olah announced that a quorum was present.

Each guest introduced themselves to the Board. The Board members were given several minutes to look over the minutes from the previous meeting.

MOTION: Mr. William Fletcher moved to approve the minutes from the August 24, 2010 meeting as written. Mr. Eric Morrow seconded the motion. The motion carried unanimously.

Mr. Paul Blair presented the financial statement and collection reports. Mr. Blair briefly discussed applying for additional grant money for next season. The Board discussed about how much they would be able to spend for this strawberry season.

MOTION: Mr. William Fletcher moved to approve the reports as discussed. Mr. Eric Morrow seconded the motion. The motion carried unanimously.

No one from the LSU Ag Center was present to discuss strawberry research. Mr Paul Blair read over a news release that was distributed by the LSU Ag Center on December 15, 2010, that explained the health benefits of strawberries. Each board member received a copy of the news release.

Representative Steve Pugh spoke briefly about the upcoming Strawberry Day at the Capitol that was to be held on April 4, 2011. Each Representative, Senator and Ag Representative will each receive a half flat of strawberries. This

day will coincide with the Strawberry Festival, represented by the King and Queen of the Festival. They will be given tours and will visit with the Governor. The Governor will be presented with a flat of strawberries. Strawberries are donated from the Tourist Commission and all farmers are invited to attend.

The board began their discussion of the Strawberry Promotions aspect of the agenda.

Nick Gagliano from The Gagliano Group presented to the Board his advertising and promotion recommendations.

Steve Lechich of Louisiana Radio Network made a statewide radio proposal.

Jeanne Smith with Louisiana Public Broadcasting made a proposal for public television, telethons, phone banks, cooking shows and magazines.

Gerald Garrison of Garrison Advertising made a presentation on various promotion projects.

Paul Blair began to discuss the grant money, which he had been able to secure through Ms. Michelle Estay, who handles the Specialty Crop Grant Program. Paul had discussed applying for the grant previously with Chris Olah over the phone. Patricia and Paul had spoken with three different magazines to get information on having ads placed in their magazines. The magazines were: Country Roads, Taste of the South and Louisiana Cookin'. There was no time to waste on preparing the grant proposal and as of four o'clock this afternoon we were approved for \$6,020.00. We will have ads running in magazines, e-newsletters and on websites. But before we can proceed the Board must have a declaration declared, giving Paul the authority to represent the Board and to enter into contracts for the advertising promotions.

Paul explained the problems with the Board's website and why it is necessary to contract out for getting the website back up and running. The advertising that is being promoted directs the consumers to the website and for accountability purposes we need to know the number of hits the website is receiving. We need to get this taken care of immediately and can later bid out before next year to see who can offer the best deal for the Board. When the website was turned over to the Louisiana Department of Agriculture & Forestry things were going well until Jason, the person assigned to handle the website, left the Department for another job in Texas.

Paul again reminded the Board that before he can precede a declaration must be declared, giving Paul the authority to represent the Board and to enter into contracts for the advertising promotions. Patricia read the declaration aloud to the Board. Mr. William Fletcher made a motion to accept the resolution as written. Ms. Heather Robertson seconded the motion. The motion carried unanimously. Mr. Chris Olah, Chairman signed the resolution and it will become part of the minutes of this meeting. Resolution is identified as "Attachment A".

The grant money is federal money available through the Specialty Crop Grant Program. Paul explained that within the next month, Wanda Ward from Baton Rouge, Patricia and I will be applying for additional grant money for strawberry season 2012. Paul recommended that the Board meet again to discuss the grant before the application deadline. Patricia explained that the Board needs to start thinking about what they would want to spend the money on as far as advertng goes - billboards, etc.

MOTION: Mr. Chris Olah made a motion that the board go into Executive Session. Mr. Eric Morrow seconded the motion. The motion carried unanimously.

MOTION: Mr. Chris Olah made a motion that the board come out of Executive Session. Mr. Eric Morrow seconded the motion. The motion carried unanimously.

The Board needed a few more minutes on some figuring before making any motions.

While everyone was waiting for the Board figures Ms. Anna Franklin, representing LA Young Agriculture Producers Program spoke. She is currently working with Ms. Rhonda Poche' on the specialty crop program through LSU. She is willing to learn anything that someone can teach her about strawberry production. Anna will be learning the farming and business aspects as well including marketing on strawberry production. She will make a visit to Mr.

Eric Morrow's farm to learn about blueberry production also. This is a new program that just started this year at LSU.

MOTION: Mr. William Fletcher moved to allocate \$19,850.00 to The Gagliano Group for television advertising; \$500.00 to FFA; \$750.00 for egg breakfast tents; \$300.00 for LSU - LA Young Ag Producers Program; \$8,925.00 to Louisiana Radio Network for radio advertising; and \$4,000.00 to Garrison Communications - hosting of strawberry website \$360.00 yearly contract; labor cost for moving website from LDAF to new hosting site \$100.00 and statewide newspaper digital banner ads \$3,540.00. Mrs. Heather Robertson seconded the motion. The motion carried unanimously.

OTHER BUSINESS

No other business.

Before adjourning Paul and Representative Pugh discussed briefly the labeling law that is now in effect, reminding members that when ordering new labels please have all information required. You can use up your current labels for this season, but beginning July 2011, new requirements will be enforced. For traceability purposes you have to be able to locate the farm where the strawberries came from.

MOTION: Mr. Wayne Howes moved to adjourn. Mr. William Fletcher seconded the motion. The motion carried unanimously.

STATE OF LOUISIANA
PARISH OF TANGIPAHOA

On the 6th day of January 2011, at a meeting of the appointed members of the Louisiana Strawberry Marketing Board, an executive division of the State of Louisiana, with a quorum of the members present, the following business was conducted.

It was duly moved and seconded that the following resolution be adopted: BE IT RESOLVED that the members for the above Board, do hereby authorize Paul Blair, Director, and his successors in office to negotiate, on terms and conditions that he may deem advisable, a contract or contracts with the Louisiana Department of Agriculture and Forestry, to execute said documents on behalf of the Board, and further, we hereby give him the power and authority to do all things necessary to implement, maintain, amend or renew said documents.

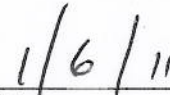
The above resolution was passed unanimously by those present and voting in accordance with the bylaws and powers of the Board.

I certify that the above and foregoing constitute a true and correct copy of the part of the minutes of a meeting of the members of the Louisiana Strawberry Marketing Board.

HELD ON THE 6th day of January 2011.



Chairman



Date

"Attachment A"