

MINUTES

THURSDAY, JANUARY 14, 2016
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:30 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

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

MEMBERS PRESENT

DAVID ATKINS
WILLIAM FLETCHER
KEVIN LIUZZA
MARK LIUZZA
ERIC MORROW
REBECCA RIECKE (COMMISSIONER MIKE STRAIN DVM'S DESIGNEE)

MEMBERS ABSENT

DR. REGINA BRACY
EDDIE FAUST
HEATHER ROBERTSON

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Eric Morrow and second by Kevin Liuzza to approve the minutes of the September 1, 2015, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Riecke read the August through December 2015 financial reports, copies of which were distributed to each member.

A motion made by Eric Morrow and second by Mark Liuzza to approve the August through December 2015 financial reports. The motion carried.

GARRISON ADVERTISING REPORT AND 2016 PROMOTIONAL STRATEGY

Steve Helmke of Garrison Advertising presented the advertising report including a PowerPoint presentation and handout. He explained the recommended 2016 campaign guiding strategy which would remain the same as last year and focus on females in South Louisiana demanding premium, locally grown strawberries. He recommended maintaining the current ad design and television spot which creates familiarity with Louisiana Strawberries as a “brand.” Mr. Helmke’s plan included continuing to promote Louisiana strawberries at the points of sale: grocery stores, farmers’ markets and individual farm stands. He then reviewed the website traffic analysis results for 2015 explaining that the new website’s traffic reached its height during the March and April period as expected.

Mr. Helmke stated that the 2016 marketing plan continues to grow the “Pick Louisiana Strawberries” brand. He explained that the 2016 recommended campaign budget includes \$20,849 for television with ads on network and cable television across the New Orleans, North Shore, Hammond, Baton Rouge and Lafayette markets that utilize the same ad creative spot as the 2015 campaign; \$5,120 for radio ads with Louisiana Radio Network using Commissioner Strain’s spot from 2015; \$27,151 for billboards with six locations in New Orleans, Denham Springs, Lafayette, Baton Rouge (Gonzales), North Shore and Lake Charles (utilizing Specialty Crop Grant money); \$380 for updates to keep the board’s website current with data and images (no major updates planned for 2016); \$0 for point-of-purchase since 250+ 7” x 11” point-of-sale posters remain in inventory to be distributed to grocers with strawberry deliveries; and \$1,500 for website monitoring, meetings, planning and other hourly support for a total campaign budget of \$55,000.

Mr. Helmke explained that the board can add two additional weeks of billboard advertising and start in February if there are only five billboards as there were in 2015 instead of six which board members were in favor of. He stated that he will attempt to get two extra weeks of billboard advertising and have six boards, but recommended sacrificing the Lake Charles billboard if the budget does not allow for six due to it being in the outer regions of where Louisiana strawberries are sold.

A motion made by Eric Morrow and second by David Atkins to approve Garrison Advertising’s market proposal for 2016 as presented. The motion carried.

2016 SPECIALTY CROP BLOCK GRANT SUBMISSION

Mrs. Riecke presented potential projects for the 2016 Specialty Crop Block Grant submission (for funding in 2017 and 2018 seasons). These projects included billboards for an estimated cost of \$70,000 (building on prior year grant funding that established the project by adding more billboards than the previous number to branch out further in the state into Central and North Louisiana); in-store sampling for an estimated cost of \$7,700; clamshell stickers for an estimated cost of \$10,575 (adding stickers to all labeled clamshells produced for Louisiana growers); and feather flags/banners for an estimated cost of \$7,622.73 (to be used at promotional events). Board members were in favor of the billboards, clamshell stickers and feather flags/banners, but not in-store sampling.

A motion made by Eric Morrow and second by Mark Liuzza to approve that the following projects be included in the 2016 Specialty Crop Block Grant submission: billboards, clamshell stickers and feather flags. The motion carried.

OTHER BUSINESS

Mrs. Riecke informed board members that the Request for Proposals (RFP) process for an ad agency will be coming up later this year since it must be done every three years.

PUBLIC COMMENT

David Atkins stated that there are 84 days left until the Ponchatoula Strawberry Festival.

ADJOURNMENT

No further comments were made. A motion made by Eric Morrow and second by David Atkins to adjourn. The motion carried.