

**MINUTES**

TUESDAY, SEPTEMBER 13, 2016  
LOUISIANA STRAWBERRY MARKETING BOARD MEETING  
47076 NORTH MORRISON BOULEVARD  
HAMMOND, LA

**CALL TO ORDER**

Chairman William Fletcher called the meeting to order at 5:32 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  
DALE CARONA  
EDDIE FAUST  
WILLIAM FLETCHER  
KEVIN LIUZZA  
MARK LIUZZA  
ERIC MORROW  
JIMMY SCHLIEGELMEYER  
REBECCA RIECKE (COMMISSIONER MIKE STRAIN DVM'S DESIGNEE)

**MEMBERS ABSENT**

DR. ALLEN OWINGS  
HEATHER ROBERTSON

**ELECTION OF CHAIRMAN & VICE-CHAIRMAN**

Mr. Fletcher opened the floor for nominations for chairman.

Eric Morrow nominated and Kevin Liuzza seconded William Fletcher for chairman. With no further nominations coming forward, William Fletcher was elected chairman with a unanimous vote.

Mr. Fletcher opened the floor for nominations for vice-chairman.

Eric Morrow nominated and Mark Liuzza seconded Kevin Liuzza for vice-chairman. With no further nominations coming forward, Kevin Liuzza was elected vice-chairman with a unanimous vote.

## **PUBLIC COMMENT**

There was no public comment.

## **APPROVAL OF MINUTES**

A motion made by Jimmy Schliegmeyer and second by David Atkins to approve the minutes of the January 14 and July 27, 2016, meetings. The motion carried.

## **FINANCIAL REPORTS**

Mrs. Riecke read the fiscal year 2016 and July through August 2016 financial reports, copies of which were distributed to each member.

A motion made by Kevin Liuzza and second by Eric Morrow to approve the fiscal year 2016 and July through August 2016 financial reports. The motion carried.

## **FY 2017 PROPOSED BUDGET**

Mrs. Riecke explained the fiscal year 2017 proposed budget with the estimated income being \$30,000.00 in strawberry assessments and \$10,500.00 in miscellaneous income from the Specialty Crop Block Grant – year three (for banner flags/advertising materials) for a total of \$40,500.00. She reviewed the budget categories for expenses which include \$39,060.00 for advertising (\$10,500.00 of Specialty Crop Block Grant funding for banner flags/advertising materials; \$28,560.00 remaining for 2017 advertising), \$940.00 for the House and Senate egg breakfasts tent rental and \$500.00 for the Louisiana FFA Association – State Proficiency Award for a total of \$40,500.00.

A motion made by David Atkins and second by Kevin Liuzza to approve the fiscal year 2017 proposed budget. The motion carried.

## **GARRISON ADVERTISING REPORT**

Steve Helmke of Garrison Advertising presented the advertising report with a handout being distributed to each member. He explained the 2016 marketing review which included the campaign strategic guidelines; creative design; website performance; and budget review. The campaign budget consisted of television (budget - \$20,849.00, actual - \$20,769.00); radio (budget - \$5,120.00, actual - \$4,634.00); billboards (budget - \$27,151.00, actual - \$26,953.00); updating LSMB website (budget - \$380.00, actual - \$133.00); and website monitoring, meetings, planning and other hourly support (budget - \$1,500.00, actual - \$1,769.00) for a total of \$55,000.00 budgeted and \$54,260.00 actually spent.

Mr. Helmke informed board members that the feather flags and tablecloths with the “Pick Louisiana Strawberries” logo were ordered with the additional 2013 Specialty Crop Block Grant funding that was received. He stated that \$2,500.00 is remaining that can be spent. Mr. Helmke reviewed additional promotion opportunities available to distribute at events including traditional

pens, strawberry scented pens, red/green hand sanitizers, traditional pencils, stress balls and yo-yos. Mrs. Riecke stated that another promotion opportunity would be rolls of stickers with the "Pick Louisiana Strawberries" logo which the board discussed in the past. She showed them an example of a stylus ink pen and said the board could order some with the "Pick Louisiana Strawberries" logo.

Mr. Schliegmeyer suggested having tri-fold flyers printed for tourist commission centers. Mr. Helmke said that since they would have to be designed and printed, there would not be enough time to do so before the grant period was over. He said that he can get an estimate on printing them in the future using board funds. Board members discussed the options for using the additional grant funding and were in favor of splitting the funding in half between two inch stickers and stylus ink pens, both with the "Pick Louisiana Strawberries" logo.

A motion made by Eric Morrow and second by Kevin Liuzza to use half of the \$2,500.00 in grant funding to purchase two inch stickers and the other half to purchase stylus ink pens, both with the "Pick Louisiana Strawberries" logo. The motion carried.

### **FY 2017 ADVERTISING**

Mrs. Riecke informed the board that the contract with Garrison Advertising ends December 31, 2016. She informed board members that since the advertising budget is less than \$50,000.00, they can vote to enter into a contract with Garrison Advertising for another year or issue a request for proposals (RFP) for advertising agencies to submit proposals. Mrs. Riecke explained that if the board votes to issue a RFP, they would need to have an additional meeting to score the proposals submitted, and the agency with the highest score would be chosen. Board members were in favor of contracting with Garrison Advertising again and then deciding how to spend the advertising dollars at the January meeting.

A motion made by Eddie Faust and second by Kevin Liuzza to enter into a contract with Garrison Advertising for consulting services to administer the board's advertising, promotion and public relations program for the term of January 1 through December 31, 2017, for the maximum amount of \$28,560.00. The motion carried.

Mr. Fletcher informed the board that they would need to vote to authorize Mrs. Riecke to approve the details of the contract and sign it on behalf of the board.

A motion made by Mark Liuzza and second by Eric Morrow to authorize Director Rebecca Riecke to approve the details of the contract with Garrison Advertising and sign the contract on behalf of the board. The motion carried.

### **OTHER BUSINESS**

Mrs. Riecke informed board members that she would be sending out the Specialty Crop Block Grant survey to all strawberry farmers to gauge the effectiveness of the advertising done with those funds and encouraged them to send in their surveys. She advised the board that members are required to complete ethics training annually that can be done online or at a

seminar. Mrs. Riecke stated that Commissioner Strain has been working to secure some type of financial assistance for farmers affected by the recent flooding and making trips to Washington, D.C. to do so. She said that she would keep them updated on the status of any assistance if it becomes available.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

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