

MINUTES
LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT
COMMISSION

Wednesday, June 29, 2011
10:00 A.M.
LDAF HEADQUARTERS
5825 FLORIDA BOULEVARD
BATON ROUGE, LA 70808

CALL TO ORDER

Chairman Larry Fontenot called the meeting to order at 10:20 a.m.

ROLL CALL

Mr. Larry Fontenot called roll. A quorum was declared.

MEMBERS PRESENT

Larry Fontenot
Lee Jones
Venoy Kinnaird
Kalvin Keys
Kelsey McKoin
Larry Thibodaux
Ken Thornhill

MEMBERS ABSENT

Nelson Bordelon
James Deshotel
Randy Deshotel
Ryan Quebedeaux
Commissioner Mike Strain

PUBLIC COMMENTS

There were none.

APPROVAL OF MINUTES

Chairman Fontenot reported that the minutes for the meeting were mailed to the members.

Motion made by Ken Thornhill and second by Venoy Kinnaird to approve the minutes from the June 29, 2011 meeting. The motion was passed unanimously by voice vote.

FINANCIAL REPORTS

The Financial Statement report was presented by Rene' Simon, Executive Director and briefly discussed with the board.

Income Statement was presented and discussed with the board.

Ken Thornhill made a motion to accept and second by Kelsey McKoin.

DIRECTOR'S REPORT

Mr. Simon reported that he attended the National Sweet Potato Council Meeting in Gulf Shores, Alabama and represented the board. Pink Tag vs. green tag area moving to Con Agra Plant. Also represented Louisiana Department of Agriculture & Forestry (LDAF) along with Commissioner Strain at the Farm of the Year Banquet in Baton Rouge, LA. Mr. Simon also attended Venoy Kinnaird's annual Pea Cooking get-together for LDAF. In May, he attended the United Fresh Trade Show in New Orleans. Last week he, Kelsey, and Marilyn McKoin along with Brian Breaux of the LA Farm Bureau Federation made their annual trip to Capitol Hill, called upon the Congressional staff in support of the LA Sweet Potato Commission, and discussed labor issues; National Cotton Council – EPA permit spraying and USDA bottom-up ladder issues dealing with the school systems.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Al McDuff thanked the board for giving them the opportunity to address the board. He introduced Nancy Steiner and Holly Clegg, spokesperson for the LA Sweet Potato Commission. Nancy brought the members up-to-date on the activities of Holly. She then introduced Holly Clegg.

Holly began by stating she has promoted the Sweet Potato Commission for the last 13-14 years. She told the board that she had been selected as one of the top 25 chefs in Louisiana. She further added that she has upcoming personal appearances, promotions, tour and will continue to promote Louisiana yams. She has new book ideas on the horizon.

Nancy handed out Sweet Potato binders to the commission members including information on Holly's travel. She discussed the upcoming Sweet Rewards Contest in New Orleans. Rene' asked board members for their email and website addresses.

The 2010-2011 Marketing Summary was discussed and mentioned was there was at least one billboard still in Slidell 6 months after the contract had expired.

Nancy discussed the budget and reported that \$97,000 had been spent of the \$110,000 allocated funds. This comes approximately \$8000 under budget.

CONSIDERATION OF 2011-2012 BUDGET

Nancy Steiner reviewed additional sweet potato activities that the board could consider as add-ons. Journal Trade Ads were discussed and a question was raised to expand or get out all together. Larry Fontenot said he was excited about the school lunchroom opportunities.

Larry Garber stepped into the meeting and the subject of Trade Journal Ads was discussed once again. He recommends six ads and increases the size of the ad.

Mr. Simon brought up the proposed budget and stated it did not vary much from the previous year. He suggested increasing the travel budget to \$5000. Ken Thornhill suggested raising the Advertising Budget by \$10,000 raising the budget to \$130,000. The Operating Budget proposed net income increased to \$11,050. The Journal Ads will be reviewed by Nancy Steiner once she has attended a national meeting and she will report back to Rene'. MOTION by Ken Thornhill and second by Venoy Kinnaird to approved the budget of \$130,000.00

REPORT OF THE NOMINATION COMMITTEE FOR COMMISSION MEMBERS

Ken Thornhill gave the nominating report.

Ken recommended shipper, Seth Dawson; shipper, Blaine Joubert and shipper, Matt Garber. Venoy nominated Rickey Ables as shipper or grower since Rickey regularly attends the commission meetings. Rene' will submit recommendations to the Commissioner. MOTION made Ken Thornhill and Kelsey McKoin second and motion was passed.

REPORT OF THE COMMITTEE TO REVIEW THE STATEWIDE AVERAGE YIELDS

No action. Will revisit item in January 2012.

ELECTION OF OFFICERS FOR 2011 TO 2012

Larry Fontenot and Kelsey McKoin have been termed out and can no longer serve on the board. Venoy Kinnaird asked not to be moved up as Chairman.

Larry Thibodaux accepted Chairmanship position and Venoy Kinnaird would remain Vice-chairman. MOTION was made by _____ and motion passed.

APPOINTMENT OF ASSISTANT DIRECTOR

Lillie Adams was appointed as Assistant Director of the LA Sweet Potato Commission. MOTION was made by Venoy Kinnaird and it was second by Calvin Keys. Motion was passed.

OTHER BUSINESS

No business.

TIME AND PLACE FOR FUTURE MEETING

The next board meeting will be held in Oak Grove, LA on Thursday, January 12, 2012.

PUBLIC COMMENTS

Larry thanked the board for allowing him to serve the board.

ADJOURN

MOTION was made by Ken Thornhill and second by Vinoy Kinnaird and meeting was adjourned at 12:30 p.m.