

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

June 15, 2016

10:00 AM

Veterans' Memorial Auditorium
5825 Florida Blvd
Baton Rouge, LA 70806

CALL TO ORDER

Matt Garber called the meeting to order at 10:05 AM.

ROLL CALL

Melanie Tullier called roll and declared a quorum.

MEMBERS PRESENT

Rickey Ables
Melvin Chappell
Hunter Fife
Larry Fontenot
Matt Garber
Garry Jones
Venoy Kinnaird
Todd O'Neal
Dr. Tara Smith

MEMBERS ABSENT

Norm Brown, Jr.
Walter Tuma

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE JANUARY 11, 2016 MEETING

Mr. Fontenot made the motion to approve the minutes from the January 11, 2016 meeting. It was seconded by Mr. Kinnaird and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. Mr. Kinnaird made a motion to approve the Financial Report. Mr. Ables seconded the motion, and it was passed unanimously.

DIRECTOR'S REPORT

- The United State Sweet Potato Council (USSPC) meeting was held in Tennessee in January. The Council applied for a multi-state Specialty Crop Block Grant to assist with advertising for sweet potatoes.
- The 2017 USSPC will be held in San Diego.
- Sue Langdon was hired as manager of the American Sweet Potato Marketing Institute (ASPMI) on a part-time basis. Rene Simon was elected as Secretary of ASPMI.
- ASPMI has changed their by-laws to allow each state represented in ASPMI have two members on the board.

- USSPC is considering being responsible for the coordination and funding of the annual convention.
- Congressman Ralph Abraham will be hosting a hearing on sweet potatoes in Washington, D.C. on September 26, 2016.
- “Sweeten the Pot” how-to video was filmed in New Orleans.
- Mr. Simon participated in the Mexico City Market Assessment through ASPMI. Mexico currently has 2500 acres in production but the quality is very poor.
- The Sweet Potato Commission was represented at the LSU AgCenter’s Legislative Day at the Capitol.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Mr. Al McDuff and Mrs. Nancy Steiner updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission.

OTHER BUSINESS

a) **Consideration of the 2016 – 2017 Budget**

Mr. Simon presented the proposed FY 2017 budget to the board. Mr. Kinnaird made a motion to accept the proposed budget. It was seconded by Mr. Fontenot and passed unanimously.

b) **Discussion on Request for Proposals (RFP’s) for Advertising Agencies**

A motion was made by Mr. Fontenot to allow staff to move forward with Request for Proposals. It was seconded by Mr. Ables, and passed unanimously.

c) **Appointment of Director and Assistant Director**

A motion was made by Mr. Kinnaird to delegate the authority of appointing a Director and Assistant Director to Commissioner Strain. It was seconded by Mr. Ables, and passed unanimously.

d) **Appointment of the Nomination Committee for Commission Members**

A motion was made by Mr. Fontenot to nominate the following to the vacant shipper position. It was seconded by Mr. Ables and passed unanimously.

- James Deshotel
- Ryan Quebedeaux (Alternative)

A motion was made by Mr. Chappell to nominate the following members to a second term in their current positions. It was seconded by Mr. O’Neal and passed unanimously.

- Processor – Norm Brown, Jr.
- Grower – Larry Fontenot
- Grower – Garry Jones
- Shipper – Venoy Kinnaird

A motion was made by Mr. O’Neal to expand the agenda to discuss nominate a member to the ASPMI board. It was seconded by Mr. Fontenot and approved unanimously.

A motion was made by Mr. Fontenot to nominate Matt Garber to serve on the ASPMI board. It was seconded by Mr. Kinnaird, and passed unanimously.

PUBLIC COMMENT

Dr. Smith met with Del Monte. They are currently restructuring and are willing to work with Louisiana growers.

Brian Breaux stated that the sweet potato is exempt from the Food Safety Modernization Act.

Rene Simon thanked the board for allowing him to serve as their Director.

Adjourn

Mr. Garber adjourned the meeting at 11:45 PM.