

**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT
COMMISSION**

January 8, 2019

1:00 PM

Louisiana Department of Agriculture & Forestry
Alexandria Mega Shelter
8125 Hwy 71 South
Alexandria, LA 71302

1) **CALL TO ORDER**

Chairman Matt Garber called the meeting to order at 1:00 PM

2) **ROLL CALL**

Members Present

Jason Ables
Brian Barham
Hunter Fife
Matt Garber
Venoy Kinnaird
Garry Jones
Todd O'Neal
Dr. Tara Smith

Members Absent

Larry Fontenot

3) **DECLARATION OF QUORUM**

Carolyn Landry called roll and declared a quorum.

4) **PUBLIC COMMENTS**

There were no public comments.

5) **APPROVAL OF MINUTES FROM JUNE 21, 2018 MEETING**

Motion was made by Mr. Venoy Kinnaird to approve the minutes from the June 21, 2018 meeting. It was seconded by Mr. Garry Jones and passed unanimously.

6) **FINANCIAL REPORT**

Mr. Rene Simon presented the budget performance report to the board. The November 2018 Budget Performance Report & Balance Sheet was provided in packets.

Motion was made by Mr. Hunter Fife to accept the financial report. It was seconded by Mr. Venoy Kinnaird and passed unanimously.

7) **DIRECTOR'S REPORT**

- Several meetings have taken place to discuss Guava Rootknot Nematode in Louisiana.

- Attended the United States Sweet Potato Council meeting in Washington D.C.
- Attended the Louisiana Restaurant Association Trade show in first weekend in August.
- At end of August, traveled to Mexico City on behalf of American Sweet Potato Marketing Institute. There is an opportunity to expand into that market and advertise in Mexico.
- Meet the Buyers & Sellers event for Louisiana products at Pennington
- We have met several times as a committee to prepare in hosting the 57th Annual U. S. Sweet Potato Convention in New Orleans on January 20-22, 2019.

8) **REPORT FROM DIANE ALLEN AND ASSOCIATES**

Mrs. Nancy Steiner and staff updated the board on the current marketing strategies that Diane Allen and Associates have been working on for the Sweet Potato Commission.

9) **OTHER BUSINESS**

- a. **LSU AgCenter Update:** Dr. Tara Smith gave an update noting the time and effort spent on the convention. More program updates will be discussed at tomorrow's meeting. Testing has started on the Guava Rootknot Nematode.
- b. **LDAF Horticulture/Quarantine Program Update:** Quarantine started October 10, 2018 which covers Florida, North Carolina, and South Carolina. Mississippi has put in quarantine similar to Louisiana. Waiting to see if Arkansas will do the same.
- c. **National Convention Update:** Great program is in place for the convention. Dr. Strain will be the opening speaker Monday morning. Attendance is slightly lower than years past but we have enough funding to cover the cost.
- d. **Advertising Contract:** Motion was made by Mr. Venoy Kinniard to expand the agenda to include an RFP for an advertising agency. It was seconded by Mr. Brian Barham and passed unanimously. Motion was made by Mr. Hunter Fife to advertise an RFP for an Advertising Agency. It was seconded by Mr. Venoy Kinniard and passed unanimously.

10) **PUBLIC COMMENT** No public comment.

11) **ADJOURN**

Motion: a motion was made by Mr. Venoy Kinnaird to adjourn the meeting. It was seconded by Mr. Brian Barham and passed unanimously.

Meeting adjourned at 2:07 pm.