

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT
COMMISSION
MINUTES

Tuesday, January 10, 2012
1:00 PM
Lingo Community Center
10284 Hwy 17 South
Oak Grove, LA

Call to Order

Chairman Larry Thibodaux called the meeting to order at 1:06 p.m.

Roll Call

René Simon, Executive Director, called roll and a quorum was declared.

Members Present

Rickey Ables
Matt Garber
Lee Jones
Venoy Kinnaird
Kalvin R. Keys
Ryan Quebedeaux (Arrived at 1:20 PM)
Larry Thibodaux
Nelson Bordelon

Members Absent

Seth Dawson
Randy Deshotel
Kenneth Thornhill

Public Comment

None

Approval of Minutes

A motion was made by Venoy Kinnaird to approve the minutes from the June 29, 2011, meeting, and seconded by Rickey Ables. The motion passed unanimously.

Financial Report

René Simon presented to the board the current financial statements and answered members' questions regarding fund balances.

A motion to accept the financial report was made by Venoy Kinnaird, and seconded by Nelson Bordelon. The motion was passed unanimously.

Director's Report

René Simon updated the board on his activities pertaining to the Commission over the past six months.

A motion was made by Rickey Ables to accept the director's report, with a second by Ryan Quebedeaux. The motion was passed unanimously.

Report from Diane Allen & Associates

Al McDuff submitted to the board the 2011-2012 Advertising Report. It updated the members on the 2011 Sweet Potato Recipe Contest, outlined the projects completed for the 2012 Sweet Potato Recipe Contest, and other advertising avenues that they are pursuing for the Commission.

He brought before the board an opportunity for consideration of marketing in Rouses Magazine. The circulation is 90,000 per issue and is distributed bi-monthly (45,000 per month in store). The ad rates are \$2,500 for a full-page display (per issue) and \$1,250 for a half-page (per issue).

A motion was made by Nelson Bordelon to allow for changes in the budget to fund the Rouses Magazine ads. It was seconded by Venoy Kinnaird, and passed unanimously.

Appointment of the Nomination Committee for Commission Members

Chairman Thibodaux appointed Ryan Quebedeaux, Venoy Kinnaird, and himself to the Nomination Committee.

Other Business

René Simon brought before the board the option of attending three additional trade shows on the commission's behalf:

- Louisiana Dietetic Association – April 19, 2012 – Baton Rouge, LA – \$450 to attend
- United Fresh Convention – May 1 – May 5, 2012 – Dallas, TX - \$5000 to attend
- School Nutrition Association – June 2012 – Monroe, LA - \$1750 to attend

A motion was made by Calvin Keys to attend the in-state trade shows and to have a change in the budget to allow for the funding of the two shows totaling about \$2300. The motion was seconded by Venoy Kinnaird, and approved unanimously.

Time and Place for April 2012 Meeting

The time and place for the April 2012 meeting will be decided upon at a later date.

Public Comments

René Simon welcomed the board's newest members, Matt Garber, Rickey Ables, and Seth Dawson.

Adjourn

A motion was made by Ryan Quebedeaux to adjourn, and seconded by Rickey Ables. The motion was passed unanimously, and the meeting was adjourned at 2:30 p.m.