

The Louisiana seafood promotion and marketing board held their meeting on Thursday, April 24, 2008 at Drago's Restaurant.

The chairman called the meeting to order at 10:15 am. The roll was called and there were enough members for a quorum.

Members Present

Tommy Bush
Tommy Cvitanovich
Pete Geric
Dexter Guillory
Keith Ibos
Donna Montgomery
Harlon Pearce
Don Schwab
Kevin Voisin

Members Absent

Darrel Rivere

Tommy Cv. made a motion to approve the minutes of the previous meeting, seconded by Tommy Bush. Motion passed.

Presentations/Proposals/Petitions

There were no presentations or proposals.

Executive Director's Report

Ewell showed a media coverage that took place since the last meeting. He then introduced Ashley Roth, new Communications Person. Ashley gave a brief synopsis of her qualifications. Ewell then begins his discussions of events that have taken place and upcoming events also.

- Showed PowerPoint presentation of the Oyster Jubilee Events, he explained there was a "Shuck and Run Competition" and the "longest oyster po-boy. There were 5 restaurants involved and each restaurant dressed their poboy differently.
- There was the World Oyster eating challenge on April 12, Jeff Deep-dish won the competition eating 35 dozen oysters
- Culinary trails hosted a "Southern Breeze Wine Culinary Festival" that displayed the seafood board logo on everything

Other Discussions

- Ewell discussed our newly formed relationship with Louisiana 2 Step
- He discussed the press conference at Buck town Marina, where LRA announced that we would receive 1.9 mil.
- He continued he had a meeting with Piccadilly, where they expressed a homegrown campaign
- He visited Avery Island
- Taste of the Town was successful

- NFI came to New Orleans for leadership tour, they visited Motivated Seafood, Delgado Culinary College and a shrimp processing plant
- We are now members of IACP, a possible sponsorship may come out of this

Ewell stated the board will continue to develop by partnering with other groups.

Upcoming Events

- May 7th press conference for festival
- May 14th ceremonial opening of brown shrimp season. There will be a toast of bloody Mary's' garnished with shrimp for a toast
- May 20th Legislative Day in conjunction with Department of Ag and Department of Tourism. We will feature all species of Louisiana Seafood. Event will be at LA State Museum for 5pm. The following restaurants will be there: ACME, Zea's, Galatoires, Juban's, and Dragos.
- May 21st CRT
- May 24th, NOWFE – 13 chefs from around the state. The winner will compete at GASCO
- May 28th legislative day at the capitol for Rural Caucus
- June 13- 15, Louisiana Seafood festival – joint event with Creole tomato fest. Jazz & Heritage, Creole Tomato and LSPMB has partnered to host this event
- The French market is scheduled to open during the Louisiana Seafood Festival June 13-15
- August 2 -3 Great American Seafood Cook

NOAA has requested we submit proposal for \$600,000 grant to fund the seafood cook-off for the next 5 years.

A motion to accept executive director's report was made by Pete, seconded by Kevin. The motion passed.

Secretary/Treasurer Report

Ewell discussed the account balances. He explained we have money short term but need long term money. We are seeking permanent funding for the board.

A motion to accept the secretary/treasurer report was made by Pete, seconded by Tommy Bush. The motion passed.

Board Member Items

Cool Labeling

Tommy expresses menu labeling is not the answer. He suggests labeling as foreign or domestic. He suggests educate consumers to start asking about the domicile of seafood on menus.

Kevin would like us to include specific topics on agenda for discussion at meetings so thoughts can be initiated prior to the meeting.

Ewell suggests doing a mini retreat at Harlon's beach house.

Other Business

Open Board positions

Harlon discussed the open positions on the board. The following names were mentioned as possible nominees: Henry Truelove for Wild Catfish, S. J. Sampey for Freshwater finfish, Kim Chauvin to take Elton Theriot's spot, Gary Bauer for Crab spot and three names have been submitted to the governor for the shrimp processors position.

Tommy Cv. will be resigning his seat. Mark DeFelice may be his replacement. Tommy will continue to serve until the new person is acknowledged.

Shrimp Certification Program

Don explains we need to get rolling on our program. Recently he met with major distributors of Chicago, Minnesota, and Philadelphia that sells imported products. He explained everything is in our favor. They are concerned about issues with other countries and concerned they will not have products in their stores to sell. This is a great opportunity to develop our market.

Pete suggests we roll forward but remember there is only one opportunity to make a first impression.

Ewell agrees with Pete. Let's move forward as far as we can and not mess up. He explains a protocol need to be established about how to get into the program. A pilot program is the way to push. We also need to address legal issues for certification mark.

Amanda gave an update on certification program. Her discussions included:

- There was no written materials
- Now have an outline
- Have to work on quality specifications
- Facility specifications
- Actual steps processors has to go through
- Mechanism for traceability
- Train fisherman

Donna asked what did John Bell do? Amanda responded he wrote into paragraphs the material. Amanda took his material and turned into a charter. Presently they are not able to find anything definite. Nothing has been finalized.

Ewell explains Bell sat in many meetings to come up with information and formalize WASI effort.

Amanda is preparing a rule book to lead task force through making efficient decisions.

Harlon explained it took WASI 8 mil to start their program.

Kevin stated its time to channel it.

Next meeting date

The next meeting will be June 25, 2008 at the Louisiana Seafood Board's office for 10:00 am.

Kevin made a motion to adjourn, motion seconded by Pete. Motion passed.