

Louisiana Seafood Promotion and Marketing Board

Special Meeting Minutes

January 6, 2014

1:00 p.m.

Louisiana Seafood Promotion and Marketing Board
702 N. River Rd., Capitol Park Welcome Center, Baton Rouge

The meeting was called to order at 1:05 p.m. The roll was called and a quorum was present:

Board Member	Present	Absent
Chef John Folse, Chairman	X	
Larry Avery	X	
Sherbin Collette	X	
Lt. Gov. Jay Dardenne	X	
Chalin Delaune	X	
Byron Despaux	X	
Daniel Edgar	X	
Alan Gibson	X	
David Maginnis	X	
Chef Peter Sclafani	X	
Tommy Stoddard		X
Sal Sunseri		X
Pete Tortorich		X
Sarah Voisin	X	

Staff:

Karen Profita, Executive Director
Kristin McLaren, Assistant Director
Krystal Cox, Administrative Assistant

Guests:

Michaela York, Chef John Folse and Company
Rene Lebreton, Louisiana Dept. of Wildlife and Fisheries
Cory Ryder, Jefferson Parish Legislative Delegation
Louisiana Representative Joe Harrison, District 51

Chairman John Folse welcomed Board members and guests to the meeting.

David Maginnis moved to add to the agenda as item #8 discussion of the Board's draft to the National Marine Fisheries Service which addresses proposed regulations on Atlantic Bluefin tuna in the U.S. Pelagic Longline fishery. The motion passed unanimously.

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Alan Gibson moved to adopt the agenda, seconded by Sarah Voisin. The motion passed unanimously.

Mr. Chairman called on Lt. Governor Jay Dardenne who introduced new board members and gave a brief recap of Act 228, the legislation that moved the Louisiana Seafood Promotion and Marketing Board (LSPMB) under the Department of Culture, Recreation and Tourism (DCRT). The Lt. Governor then asked Julia George-Moore to give her presentation on the various provisions of the act and how they have affected LSPMB operations. Following the presentation, discussion was held about budget, spending and appointment authority issues.

Mr. Chairman called on Kristin McLaren who spoke to the Board about required ethics training for members. All members are required to complete their training annually by December 31 of each year they are on the Board. She also said that all members, with the exception of Daniel Edgar and Chalin Delaune, are required to file a Tier 2.1 Annual Personal Financial Disclosure by May 15, 2014 after they have completed their 2013 tax returns.

Mr. Chairman called on staff to give a status report on the LSPMB. Karen Profita spoke about the roles and responsibilities of each LSPMB staff member and Ms. McLaren gave a presentation about the Louisiana Seafood industry, the Seafood Marketing Campaign that started in mid-2011, and how the LSPMB is funded. She also presented the LSPMB's strategic plan for 2013-2015 and the Short Term action plan which is concluding. Ms. Profita presented the Fiscal Year 2014 Marketing Plan which goes through June. Following the presentation, discussion was held on target markets, redirecting finfish marketing efforts to focus on species such as Yellowfin tuna and Snapper, MSC-certification and sustainability.

Mr. Chairman thanked staff for the report and said he encourages Board members to speak up at all meetings and provide as much input as possible on various issues since each industry representative has valuable insight. He asked Board members if they had any additional comments or issues they would like to discuss. The following points were discussed:

- Board members can review Trumpet's contract with DCRT as well as the proposals that were submitted by other marketing firms if they want to do so. Randy Davis suggested that those members who want to review the documents should stop by in person to the Department and look over them in the fifth floor conference room as it is an extensive amount of paperwork.

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- The Board was reminded that it has the ability to revise its marketing plan any time it feels that changes are necessary.
- The Board should utilize the fact that Louisiana Blue Crab have been MSC-Certified in its marketing efforts.
- Daniel Edgar suggested that the Board could consider investing in a large freezer that could be rented by distributors which would provide a revenue stream for the LSPMB. There are several potential issues which need to be investigated before proceeding.

Mr. Chairman moved up item # 8 on the agenda for discussion. Ms. McLaren presented the Board's draft letter to the National Marine Fisheries Service (NMFS), which requests it consider the unintended consequences of adopting Amendment 7 to the HMS FMP. Amendment 7 addresses the conservation of Atlantic bluefin tuna (ABFT) in the U.S. Pelagic Longline fishery. Specifically, it seeks to restrict the type of fishing gear that can be used from March to May to catch Yellowfin tuna and Swordfish from the longline method (used in the Gulf of Mexico) to the green stick method (used in the Atlantic). David Maginnis added that if these proposed changes occur, it will result in a \$1.8 million decrease in landings occur and endanger Louisiana's longline fishing industry. He also said that the NMFS's report does not mention that the current fishing method used in the Gulf of Mexico in which ABFT breaks off the hooks set for Yellowfin has reduced the catch of ABFT by 56%. The proposed amendment is set to be considered for adoption on January 10, 2014.

Daniel Edgar moved that the Board adopt the letter to address Amendment 7 to the HMS FMP which will be sent to the National Marine Fisheries Service, seconded by Peter Sclafani. The motion passed unanimously.

Pursuant to Louisiana Revised Statute 42:16-17, which states that a public body may go into executive session to discuss prospective litigation, Larry Avery moved to go into Executive Session to hear the Lt. Governor's comments regarding the close-out of GCR's contract, seconded by Alan Gibson. The motion passed unanimously and the Board moved into executive session at 2:54 p.m.

David Maginnis moved to return to regular session, seconded by Sherbin Collette. The motion passed unanimously.

The Board reconvened at 3:17 p.m.

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Mr. Chairman reminded the Board that the next regular meeting would be held February 12, 2014.

The meeting adjourned at 3:25 p.m.