



Louisiana Trucking Research and Education Council

Meeting Location:
Louisiana Motor Transport Association
4838 Bennington Ave.
Baton Rouge, LA 70808

MEETING MINUTES
Wednesday, July 14, 2020
10:00 AM

1) ROLL CALL:

- a) In-Person Council Members:
 - i) Glen Guillot
 - ii) Doug Williams
 - iii) Kary Bryce
 - iv) Joshua McAllister
 - v) John Austin
 - vi) Patrick Hay
- b) Conference Call Council Members:
 - i) Andrew Guinn, Sr.
 - ii) Bruce Busada
 - iii) Gary Gobert
 - iv) Stephen Holliday
 - v) Quintin Taylor
 - vi) Charles Templeton
 - vii) Jessica Vallelungo
- c) In-Person Guests (PLEASE STATE AFFILIATION):
 - i) Tom O'Neal (LMTA Foundation)
 - ii) Mike Beck (LMTA Foundation)
 - iii) Cully Frisard (LMTA Executive Search Committee)
 - iv) Mike Knotts (LMTA Officer/Member)
 - v) Stacey Brown (LMTA Member)
 - vi) Maranda White (Octagon Media)
 - vii) Kyle Coates (Louisiana Radio Network)
 - viii) Don Nelson (WWL Radio)
- d) Conference Call Guests (PLEASE STATE AFFILIATION):
 - i) David Newman (LMTA President)
 - ii) John Jackson (Launch Media)
 - iii) Meghan Jones (Octagon Media)
 - iv) Charlotte Leleaux (South Louisiana Community College)

2) APPROVAL OF MINUTES FROM 4/15/2020

- a) P. Hays Approves



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3) UPDATE ON THE REPLACEMENT OF CHANCE MCNEELY (CULLY FRISARD, CHAIRMAN LMTA SEARCH COMMITTEE; TOM O'NEAL, CHAIRMAN, LMTA FOUNDATION)

- a) Glen Guillot bring Tom O'Neal and Cully Frisard
- b) Cully Frisard, executive board meeting on track and have direction on how they will proceed in the next few weeks. Planning on 90 days or less.
- c) David Newman- Cully is the chairman him and 8 or 9 others have started to look for a replacement of the director. Cully has very good avenues and game plan for finding our next director.

4) UPDATE OF FUNDING FOR THE COUNCIL

- a) Spent couple of weeks and with help of Stephen Holliday in getting our funding to us
- b) The amount we will receive has continued to increase
- c) \$694,665.00 that will be deposited into the Foundations account
- d) Rachel needs to upload the foundation as a vendor of the state.
- e) If renew base plate online and unit 42-54,000 pds you will not be charged from the Foundation. There was a \$75,000 error. By end of July we would have Updated estimate was the same number we would receive in July.
- f) Budgeting up to \$900,000 in appropriations
 - i) Tom O'Neal asked if we have to appropriate each year
 - (1) Glenn, yes we do have to appropriate each year. The administration came with the appropriation amount
 - (2) Doug Williams Said that their administration came in with a range of 800,00-900,000.
 - (3) Glen Guillot our appropriation will be automatically renewed. We are missing 10 weeks of revenue.
- g) Andrew Guinn, Sr. ask about the billing of the work done for legislative session.
 - i) Guinn - \$150 an hour of Chances time with Foundation, \$100 for attorney. Recalculated and reinvoice the council at the \$100 an hour rate. Chances time adds up to \$6,000 and \$200 in legal time. Chris, lobbyist, worked a large amount of time, helped get the appropriation for the fiscal year. He broke down his total feels, he is estimating 21,000. His 30% of time is \$4,500 of billable time from the foundation. Foundation is reimbursing LMTA \$58,576.00
 - ii) John Austin, question, how does the payable invoice coming through
 - (1) Doug Williams, The check is in the Foundation's name. LMTA asked Foundation to pay because foundation did not have.
 - iii) Chris, 2019, helped create the body of the bills, but 2020 he did not actually do much actual lobbying.
 - (1) Doug Williams is going to look further into Chris's 2019 and 2020 time, the \$20,000.
- h) Glen, has to accept Chance's records of time spent
 - i) John, what is the approval for this?
 - ii) Doug Williams, The Foundation is not adding any premium to anything they will.
 - iii) All approved the reimbursement to LMTA.
- i) Invoices will be broken down. John Austin will approve invoices and Mike Beck and Tom O'Neal will sign check.



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5) DISCUSSION OF HIRING OF CPA FOR COUNCIL (JOHN AUSTIN, COUNCIL TREASURER)

- a) Glen wants this person to be separate from the LMTA.
 - i) Mike Beck, Mike Knott, and John Austin need to be on same page to handle this amount of public money.
- b) Glen Guillot wants to meet with an auditor to closely advise.
- c) John Austin, Do we still want to keep the CPA separate?
 - i) Doug Williams and Joshua McAllister says it need to be separate.
- d) A budget line item need to include the pay of the CPA.
- e) There will need to be a coordination between the LMTA books and Foundation
- f) Glenn, come back with a recommendation at the next meeting to John Austin.
- g) Tom O'Neal, By the time the money starts coming in, a CPA needs to be here.
- h) Mike Knotts, We need to establish guidelines on processes and go ahead and set a budget in order to get a good idea of service that the CPA.
- i) Peter Barough, Kyle Coates made a recommendation regarding CPA.

6) UPDATE ON RETURN OF TOUCH A TRUCK SPONSORSHIP FUNDS

- a) Funds have been completely returned
- b) Left door open for future sponsorship opportunities.
- c) Douglas Williams, got refund, because even though with the event cancelling and the funds were supposed to turn into donations, with the money being state, it was completely returned to us.

7) PRESENTATIONS REGARDING EXECUTION OF COUNCIL PROGRAMS (TOM O'NEAL, CHAIRMAN, LMTA FOUNDATION)

- a) Glenn asks Tom O'Neal to start the conversation with the media companies
 - i) Miranda White, Octagon Media, full service advertising. They are a team of ten social media and print. Put out a proposal (RFP) asking all the media companies including targets, budget, timeline, season, goals for each timeline. Provide you a meeting with our staff.
 - (a) Glenn- we want an integrated campaign (driver recruitment, visual billboard that will counter attorney billboards and commercials)
 - (b) Doug Williams- want people to realize the importance in the trucking industry
 - (c) Glenn- ATA has trucking material that is for free that will brand with the LMTA logo.
 - (d) John Jackson, we would see parts of the RFP and execute the video production. They would get the ATA material and put the ATA logo on it.
- b) Kyle Coates, Louisiana Radio, got together with Chance on ideas to address some campaign objectives (emailed to each of the members. Can incorporate any other objectives. We want to reach all demographics and reflect all demographics that emphasize the trucking industry as well. Would be doing the different campaigns through radio. Would work with an agency like Octagon. Has a total of 55 radio station.



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- c) Octagon would create a consistent brand and people like John Jackson and Kyle Coates would be vendors of hers to reach out to different media sources.
- d) Don Nelson with Intercom Communications in New Orleans, Full marketing company, reaches the entire gulf south, works different with clients. Reduction of cost when working straight with the media. With Digital growing as much as it is, will allow you to see your results and engagement. If you don't have an integration of print, media, and radio you have a real assessment of the campaign. We have to make that consideration.
 - i) Glen- What should we provide to you?
 - ii) Don Nelson- We need the clear goals of all campaigns, a website is key for people to refer to and educate all of his people. Website and Social Media can provide all demographics and data.
- e) Miranda White- What is the timeline of your campaign
 - (1) Pat Hay- Fall this year
 - (2) Doug Williams- Reflect legislative, July 1st
 - (a) Glen Guillot- What are the time of contract with media companies?
 - (i) Miranda White- 1 year then a 3 years renewal contract
- f) Quintin Taylor- We have to be forth coming and remove our feeling and emotion in order of what we want to convey. We are looking at them as professional to give us what we need and not always what we want.
- g) Kary Bryce- ATA already has research and resources that will help us define the best campaign
- h) Don Nelson- 3 tiers of budget from advertising agencies
- i) Glen- The Foundation can contract with the Media Agencies individually; Next meeting should be Foundation and getting input from the council then getting together a budget.
- j) Cully Frisard- Recommends providing refers in proposal
- k) Don Nelson and Miranda White- have done work with other trucking associations
- l) Doug Williams- ask some of the other state associations to ask their opinions
- m) Glen- Are PSA for free?
 - i) Miranda White- PSA resources free based on relationships
 - ii) Don Nelson- Money has to come with free PSA announcements. If you are not spending money with a specific medium then your PSA could possibly not happen.
- n) Kyle Coates- Since doing live broadcast every hour they can include LMTA stories. Public Affairs Broadcast, other radio station (Sunday Mornings) different things to incorporate in their live broadcast.
 - i) Glen- We have ATA Chairman and TDC Champions that could do interviews and speak on radio.

8) DISCUSSION OF PRIORITY DIRECTIVES FOR THE LMTA FOUNDATION (EXAMPLES; DRIVER RECRUITMENT, PUBLIC IMAGE, PUBLIC DRIVER EDUCATION, PROMOTIONAL ITEMS, AD PLACEMENTS, ETC...)

- a) Glen- We should coordinate trucking council and foundation at next meeting mid August, circulate dates until CPA's have been talked to. By that time money should be in the bank.
- b) Doug Williams- All Foundation meetings have to be public meetings.



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- c) Glen Guillot- How long does it take to put together a proposal from media companies?
 - i) Miranda White, Kyle Coates, and Don Nelson- takes 2 weeks to put together
- d) John Austin- need a fair price for how to bill LMTA associates \$150 an hour across the board.
 - i) McAllister- Should we just have an Executive Director for just the Foundation?
 - ii) Doug Williams- LMTA has as to be done as a non-profit.
 - (1) Cully Frisard- set up a Facebook for Foundation, good place for free advertising; going ahead and getting the trucking industry out there.
 - (2) Allison- Need a person of the foundation managing the Foundation facebook; more than happy making the art
 - (3) Cully Frisard- need to physically reach out to different places like schools and other businesses.

9) **OLD BUSINESS**

- a) None

10) **NEW BUSINESS**

- a) None

11) **ANY COMMENTS FROM THE PUBLIC**

- a) None

12) **ADJOURN**

- a) P.Hays motions adjournment