**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**August 16th, 2017**

**USGS NATIONAL WETLANDS RESEARCH CENTER**

**700 CAJUNDOME BLVD.**

**LAFAYETTE, LA**

**Call to Order:**

David Savoy called the meeting to order at 1:00 P.M.

**Roll Call:**

**MEMBERS PRESENT** **MEMBERS ABSENT**

David Savoy Jody Meche

Ralph Babin

Robert Buller

Kip Lastraps

Wylie Jewell

Greg Faulk

Bill Pizzolato

Wayne Romig

Chandra Scarber

**Declaration of a Quorum:**

David Savoy declared the presence of a quorum with 9 members present and 1 members absent.

**Approval of Minutes:**

The minutes from the May 17th, 2017 Board meeting were read.

**MOTION BY**: Ralph Babin and seconded by Robert Buller to approve the minutes from the May 17th, 2017 Board meeting. Motion Carried.

**Collections & Financial Report:**

David Savoy called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

**MOTION BY:** Ralph Babin seconded by Bill Pizzolato to accept the financial report as presented. Motion Carried.

**Promotion & Research:**

Dr. Joshua Vaughan with the University of Lafayette presented an update on the Automated Crawfish Peeling Machine project. Dr. Joshua Vaughan explained to the Board that the contract between UL and the Board is in the process of being finalized. Graduate students are being interviewed and hired as student workers for this project. The primary, final deliverable at the conclusion of this project duration is a thoroughly tested reference design with a robust, learning control system as the conclusion of the 3-year project.

Holly Clegg gave the Board an update on her promotional work for the Louisiana crawfish industry. From May – August she has completed: 14 blog posts, 10 social posts, e-mail newsletter blast, extra videos, other sites-Azumio, Food Channel articles –Azumio, crawfish book marks in cookbooks, blog posts on crawfish.org and preventive Men’s Health Cookbook.

She has been working on searchable terms to get more traffic on the Board’s website.

On the Google analytics, she was at the top for healthy crawfish recipes. She is ranking very high on all social media platforms such as: Google, YouTube, Facebook and Pinterest. Consistent with Google, Holly’s crawfish videos are top recommended for people searching for crawfish videos. The interest in crawfish expands beyond Louisiana. Holly’s main goal in her projects is when people are searching the internet for a crawfish recipe they are steered towards Louisiana crawfish and to visit the Board’s site. Holly is also working with Dee Scallan on some children’s food recipes for Dee’s book.

Next, Donald Dartez discussed the possibility of online advertising for the Board in conjunction with the billboard campaign or in place of the billboard campaign. Donald introduced Rodney Hess to explain the further benefits of online advertising. He discussed with the Board the advantages of Facebook advertising and e-marketing. This would give the Board the ability to target specific markets directly. The Board discussed if this would be beneficial

The Board asked Donald to come back to the next meeting and discuss these options and costs further.

The Board next discussed the 2018 billboard campaign.

**MOTION BY:** Ralph Babin seconded by Wylie Jewell to have Jessica Lange look into different location options for the 2018 billboard campaign. Motion Carried.

**Board Business:**

The Board next discussed the 2017 crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, October 11th, 2017 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Ralph Babin and seconded by Wylie Jewell to adjourn the meeting. Motion Carried.