

MINUTES

TUESDAY, FEBRUARY 1, 2011
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
VETERANS MEMORIAL AUDITORIUM
BATON ROUGE, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 10:09 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Conerly.

MEMBERS PRESENT

PAUL ALFORD
LANNY CONERLY
RUSSELL CREEL
ROBERT SHARKEY
SUSIE SHARKEY
JERRY SIMPSON

MEMBERS ABSENT

DONNIE FISHER
COMMISSIONER STRAIN

APPROVAL OF MINUTES

A motion made by Paul Alford and second by Russell Creel to approve the minutes of the November 15, 2010, and January 13, 2011, meetings. The motion carried.

FINANCIAL REPORT

Michelle Estay read the December 2010 financial report. She advised the Board that the balance of the savings account was \$189,444 and the checking account was over \$29,000 as of the time of this report. Mrs. Estay stated that the Board may have to transfer some funds from the savings account because she will need money for promotion until assessments come in.

A motion made by Russell Creel and second by Jerry Simpson to approve the financial report. The motion carried.

REFERENDUM VOTE

Mrs. Estay informed members that assessments to fund the Board must be voted on in five year intervals. She said that ballots were due January 25, 2011, and they were mailed 15 days prior to this date. She explained that ballots were mailed to a list of qualified producers (producing one month prior to the vote in December 2010) that she obtained from Gary Cazaubon from the Department of Health and Hospitals. Mrs. Estay stated that the law requires

the Board to meet no later than seven days after the deadline for mailing in the ballots to count them. She advised the Board that 92 ballots were returned which is approximately 68% of the total mailed out and all ballots remained sealed until this meeting. She said that there must be a majority vote for the referendum vote to pass.

Mrs. Estay requested volunteers from meeting attendees to help open the outer envelopes in which the ballots were mailed. LDAF Assistant Commissioner of Agro-Consumer Services Benjy Rayburn opened the inner envelopes with the help of Mr. Conerly and read the results of the ballots aloud. Mrs. Estay recorded the votes as they were announced. She informed the Board that there were 90 votes to continue to keep the 10-cent assessment in Louisiana, one vote for the money to go to the National Dairy Board and one vote not to take any assessments and let the farmers keep the money.

A motion made by Russell Creel and second by Jerry Simpson to promulgate the results of the referendum and keep the 10-cent assessment in Louisiana. The motion carried.

Mrs. Estay stated that she would send letters to Farm Bureau and DFA to inform them of the results of the referendum. She said that she would also include the results in the newsletter and let Commissioner Strain know. She told members that she would keep the ballots on file for the record.

GMC+ ADVERTISING REPORT

Sarah McGriff of GMC+ Advertising updated the Board on the LDIPB television commercial and the Radio Disney campaign. She stated that "You Gotta Love It" script was chosen at the last meeting and the shoot is scheduled for Monday, February 7 at dairy farmer Phillip Verberne's farm in Kentwood.

Ms. McGriff explained that the Radio Disney campaign includes in-school events and community events. For in-school events, the Board would need to choose six schools which are in a 125 mile radius of New Orleans. Two in-school events would be scheduled per month from now until May. Susie Sharkey recommended that Oak Forest and Bowling Green be included for in-school events. Mr. Conerly suggested that Martha Vineyard School in Ponchatoula have an in-school event.

Ms. McGriff stated that the Board could participate in two community events per month for the Radio Disney campaign and needs to determine the events in which to participate. Mrs. Estay said that she could attend the "Little Rascals" event at Lakeside Mall on Saturday, February 19. She stated that she still needs to order promotional items and instead of participating in two events in February, she would rather pick up an extra one in March or April since they carry forward.

Ms. McGriff advised the Board that the script for the TV commercial had been revised to show changes from the last meeting. Mrs. Estay stated that the script was the same that was presented at the January meeting and the changes had not been made. Board members informed Ms. McGriff of changes they would like to see made to the script including changing the video from the farmer drinking coffee to him drinking milk. Mrs. Estay suggested including extra shots at the bottom of the other shots to have a variety to choose from. Ms. McGriff stated that she would send the final draft before it is edited to Mrs. Estay who may then send it to board members.

Mrs. Estay informed the Board that she spoke to an individual with the National Dairy Board about a Louisiana dairy producer who had not been paying an assessment. This producer is now paying the assessment, but it is all going to the National Dairy Board. The individual with the National Board informed Mrs. Estay that she would look into returning LDIPB's portion when the national administration signs off on it. Mr. Conerly stated that he would like Mrs. Estay to notify this individual regarding how to send future assessment payments separately to the Louisiana Promotion Board and to the National Board.

SUDIA REPORT

Linda Greco of SUDIA updated the Board on their dairy promotion efforts. These efforts included "Fuel Up to Play 60" school contests, partner events and what is new for 2011.

PUBLIC COMMENT

Mrs. Estay said the Board currently has \$1,500 budgeted for the State Fair Junior Dairy Show, and members said they would like to continue supporting that event.

Mrs. Estay advised the Board that postage would need to be increased by \$100 due to the amount of postage used to mail the referendum ballots. She suggested decreasing Operating Services-Miscellaneous from \$400 to \$300.

A motion made by Russell Creel and second by Robert Sharkey to increase postage by \$100 and decrease Operating Services-Miscellaneous from \$400 to \$300. The motion passed.

Mrs. Estay said she would be ordering ink pens engraved with the LDIPB logo and other promotional items.

Ms. McGriff advised the Board to send any other visuals they wish to add to the TV commercial to GMC+.

Gerald Simmons of Louisiana Dairy Products stated that in the next regular legislative session a bill will be introduced that would provide for a deposit on bottles for beverages consumed in Louisiana with the purpose of reducing litter. He said that in bottle deposit bills in the past, the definition of a beverage did not include milk or juice and his organization would make sure that nothing affects dairy in anything bottled for the bill this year.

Mrs. Greco stated that new dietary guidelines came out which recommend three servings a day for dairy, stressing low-fat dairy.

Mr. Conerly asked Gary Cazaubon with the Department of Health and Hospitals for an update on the upcoming IMS conference in April. Mr. Cazaubon said that somatic cell counts would most likely be lowered. He stated that companies such as Kroger, DFA and Dean Foods are in favor of this because they are affected by the overseas market requirements driven by the European Union. He informed the Board that the regulators are opposed to a decrease in somatic cell counts due to public health reasons. Mr. Cazaubon said that he is also opposed to this decrease and believes it is a production management tool which will reduce milk in the Southeast.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

No further comments were made. A motion made by Paul Alford and second by Susie Sharkey to adjourn. The motion carried.