

**MINUTES**

MONDAY, SEPTEMBER 14, 2015  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
5825 FLORIDA BOULEVARD  
VETERANS MEMORIAL AUDITORIUM  
BATON ROUGE, LA

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:16 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Sharkey.

**MEMBERS PRESENT**

LANNY CONERLY  
DONNIE FISHER  
KENNETH RAY GILL  
ROBERT SHARKEY  
SUSIE SHARKEY  
JERRY SIMPSON  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

MACK BROWN  
HARVEY BURFORD

**ELECTION OF LDIPB OFFICERS**

Mrs. Sharkey opened the floor for nominations for chairman.

Lanny Conerly nominated and Robert Sharkey seconded Susie Sharkey for chairman. With no further nominations coming forward, Susie Sharkey was elected chairman by acclamation.

Mrs. Sharkey opened the floor for nominations for vice-chairman.

Jerry Simpson nominated and Robert Sharkey seconded Donnie Fisher for vice-chairman. With no further nominations coming forward, Donnie Fisher was elected vice-chairman by acclamation.

## **ELECTION OF SUDIA BOARD MEMBER AND DELEGATES**

Mrs. Sharkey opened the floor for nominations for SUDIA board member.

Lanny Conerly nominated and Robert Sharkey seconded Susie Sharkey for SUDIA board member. With no further nominations coming forward, Susie Sharkey was elected SUDIA board member by acclamation.

Mrs. Sharkey opened the floor for nominations for SUDIA delegates.

Kenneth Ray Gill nominated Robert Sharkey and Lanny Conerly nominated Kenneth Ray Gill for SUDIA delegates. With no further nominations coming forward, Robert Sharkey and Kenneth Ray Gill were elected SUDIA delegates by acclamation.

## **PUBLIC COMMENT**

There was no public comment.

## **APPROVAL OF MINUTES**

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve the minutes of the June 29, 2015, meeting. The motion carried.

## **FINANCIAL REPORTS**

Michelle Estay read the June and July 2015 financial reports. Mrs. Sharkey inquired about a \$60.00 NSF fee. Mr. Fisher suggested linking the checking account to the savings account in case the checking account gets low in the future. Mrs. Estay said that she will check with LDAF's financial office to see about having the NSF fee removed and also linking the checking and savings accounts.

A motion made by Donnie Fisher and second by Jerry Simpson to approve the June and July 2015 financial reports. The motion carried.

## **GARRISON ADVERTISING REPORT**

Steve Helmke of Garrison Advertising presented a recap of the 2015/2016 campaign budget which included the following planned expenses: t-shirts (\$16,837.00); graphic design, strategy and project management (\$7,913.00); outdoor billboards (\$22,000.00); LSU Baseball Junior Announcer sponsorship (\$26,625.00); and LSU Dads & Daughters sponsorship for a total of \$100,000.00. He informed board members that billboards are still up in some locations and the Board received free exposure with a digital billboard on Perkins Road in Baton Rouge. Mr. Helmke said that Louisiana Dairy has already been seen by over 100,000 e-mail recipients through LSU's Geaux-Mail. He advised the Board that LSU Baseball's Junior Announcer Program will kick off again early in 2016.

Mr. Helmke reviewed the recommended t-shirt design for this year which has a bull driving a blue truck, bottles of milk and a cow in the back of the truck, and the slogan, “Windows down...moosic up!” on a gray t-shirt. He presented additional designs, colors and other slogans that go well with the theme. Mrs. Estay suggested using the slogan, “Rev up your engine...drink milk!” or “Rev your engine...drink milk!” if there is a spacing issue.

A motion made by Donnie Fisher and second by Jerry Simpson to choose the t-shirt design with the blue truck, cow inside, and “Rev your engine...drink milk” slogan on a gray shirt. The motion carried.

Mr. Helmke stated that he will order more onesies this year since they were very popular last year.

### **SUDIA REPORT**

Cheryl Hayn and Jennifer Duhon presented the SUDIA report. Mrs. Hayn began the report with updates on the Unified Marketing Plan 2015-2016; fluid milk revitalization (eight partners); partners and innovation progress; consumer confidence/Dedicated to Dairy; “Louisiana Cookin’” magazine; June Dairy Month 2015; TWILA ads; new crisis preparedness materials; Dedicated to Dairy farm filming; connecting farmers and consumers; Louisiana dairy checkoff; The Udder Truth campaign; marketing partnerships; myths about cow care video; McDonald’s replacing margarine with butter; Great American Milk Drive: A Collaborative Partnership; Great American Milk Drive retail campaign (including Rouse’s commitment); and refueling student athletes with chocolate milk.

Mrs. Duhon updated board members on Dairy Everywhere in Louisiana schools; East Baton Rouge dairy success; summer feeding moving milk; Milk at Every Meal campaign; Louisiana Coolers for Coaches; Fuel Up to Play 60; Danimals – proud supporter of Fuel Up to Play 60; Grant schools promoting dairy; Saints loving dairy; World School Milk Day; health and wellness; nutrition affairs – program strategies; New Orleans Saints Smart Slice partnership; and dairy in the media – advocates promoting dairy.

Mrs. Hayn reviewed the July 2015 financial report for SUDIA.

### **OTHER BUSINESS**

Mrs. Estay updated the Board on a bill that passed in the 2015 regular session to reduce the dairy tax credit by 28%. She requested that LDAF Agro-Consumer Services Assistant Commissioner Benjy Rayburn research the bill to find out if it is retroactive for 2014 taxes if those taxes were filed late or an extension was filed. Mr. Rayburn said the he was unable to get in touch with anyone at the Department of Revenue, but brought a copy of the bill. He explained that his interpretation of the law meant that if a return is filed after July 1, 2015, but before June 30, 2018, and there was an extension filed before July 1, 2015, then any portion of the credit reduced by the law shall be allowed as a credit in the amount of one-third of the reduced portion of the credit on the taxpayer’s return for each of the taxable years beginning during calendar

years 2017, 2018 and 2019. Mr. Rayburn said that he will verify this information with the Department of Revenue.

Mrs. Sharkey updated board members on the SUDIA meeting in Chattanooga that she attended in July.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

No further comments were made. A motion made by Donnie Fisher and second by Jerry Simpson to adjourn. The motion carried.