

MINUTES

MONDAY, SEPTEMBER 26, 2022
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
47076 N MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, 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

CODY CROWE
MICHAEL SHAUN HOUEYE
TED MILLER
ROBERT SHARKEY
SUSIE SHARKEY
DARRELL SINAGRA
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

RANDY MORELL

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman.

Darrell Sinagra nominated, and Ted Miller seconded Susie Sharkey for chairman.

A motion was made by Robert Sharkey and seconded by Cody Crowe to close the nominations for chairman. With no further nominations coming forward, the motion carried, and Susie Sharkey was elected chairman with a unanimous vote.

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

Robert Sharkey nominated and Cody Crowe seconded Darrell Sinagra for vice-chairman.

A motion was made by Michael Shaun Houeye to close the nominations for vice-chairman. With no further nominations coming forward, Darrell Sinagra was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

Mrs. Sharkey asked new board member Cody Crowe to introduce himself. Mr. Crowe informed board members about his background and expressed his appreciation for being on the Board.

APPROVAL OF MINUTES

A motion was made by Michael Shaun Houeye and seconded by Robert Sharkey to approve the minutes of the June 30, 2022, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the June 2022 financial report. She requested that board members let her know if there are any events in their area that they would like to be added to the budget. Mr. Miller inquired about the Board getting a better booth location at the Ag Expo event. Mrs. Estay informed board members that she plans to bring the Board's fiberglass milking cow "Lucy Anna" to the event this coming year. Mr. Miller stated that there is an educational event for children immediately preceding Ag Expo called Ag Alley that would be a good opportunity to bring "Lucy Anna" to as well. Mrs. Estay let board members know that there are some billboard vinyls left over in storage if they have any property by a highway where they can be displayed.

Mrs. Estay reviewed assessments and informed the Board that Flowing Hills Creamery was audited and paid all their back assessments owed through June. She stated that they made another payment for July assessments. Mrs. Estay said that the auditor calculated the late fees owed which the Board could consider waiving. She recommended that the Board wait to see if there is a pattern of the company continuing to maintain compliance and pay their assessments before determining whether to waive the late fees.

Mrs. Estay read the July and August 2022 financial reports.

A motion was made by Ted Miller and seconded by Robert Sharkey to approve the June through August 2022 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. He began the presentation with the 2022 Dairy Board LAFAs Grant budget (January 2022-June 2022) which included outdoor (outdoor panels using four existing printed vinyl panels with Certified LA logo; panels up April and May 2022, included agency time) – budget - \$8,000.00, spent - \$8,000.00; agency and creative services (vendor coordination and media placement) – budget - \$2,000.00, spent - \$2,000.00; and digital display ads (digital display ads addressing target marketing using

existing creative elements) – budget - \$5,000.00, spent - \$5,000.00 for a total of \$15,000.00 budgeted and spent. Mr. Garrison gave a recap of outdoor exposure and updated board members on “Better With Dairy” digital ads.

Mrs. Estay informed board members that the Board must apply for the LAFA grant again by September 30. She explained that the \$15,000.00 in funds can be spent the same way they were before or used for something else. Mrs. Estay stated that changes to how the Board will spend the funds can be made at an upcoming meeting if board members choose to do so, and she can request to amend the grant to reflect those changes.

A motion was made by Michael Shaun Houeye and seconded by Ted Miller to accept the LAFA grant budget. The motion carried.

Mr. Garrison continued his presentation with the 2022 Dairy Board budget (July 2021-June 2022) which included social media management and development (creation of up to eight social media posts per month; increase awareness of dairy products and farmers) – budget - \$17,200.00, spent - \$17,200.00; content promotion and targeted messaging (promotion of up to eight posts per month to help increase website following) – budget - \$4,800.00, spent - \$4,800.00; new campaign creative, video and production support [copy and broadcast support for up to five :30-1-minute videos (farmers, Lucy Anna)] – budget - \$4,000.00, spent - \$2,500.00; outdoor panels to extend grant campaign (five panels placed in June 2022; includes printing of new vinyl) – budget - \$7,000.00, spent - \$6,411.20; digital ads campaign (digital display ads addressing target marketing using existing creative elements) – budget - \$5,000.00, spent - \$5,000.00; t-shirt design, printing and related promotional materials – budget - \$6,000.00, spent - \$2,782.30; and agency services (cost for supervision and project coordination) – budget - \$6,000.00, spent - \$6,000.00 for a total of \$50,000.00 budgeted. Mr. Garrison reviewed the recap of social media and the campaign ads.

Mr. Garrison informed the Board that another advertising option for money not utilized is placing an ad in Louisiana Cookin’ Magazine. He stated that the rate card price for a half-page ad is \$1,920.00, and it could run in the March/April or May/June issue. Mr. Garrison suggested offering a lower price if the Board chooses to do this advertising and stated that the Strawberry Marketing Board also advertises in this magazine, so this could potentially be used for leverage to get a better price. Mr. Garrison said that another advertising idea is featuring dairy products on a cooking show.

Mrs. Estay suggested that the Board do less social media and do something else with that money. Mr. Miller suggested that the Board do more targeted marketing along with more professionally made short segment videos of farmers. Mrs. Estay requested feedback from board members. She stated that the t-shirts will need to be reordered, but they do not need to be redesigned. Board members were in favor of the digital ads campaign and farmers doing videos. Mrs. Estay requested that Mr. Garrison take the money budgeted for outdoor panels (\$7,000.00), content promotion (\$4,800.00) and social media (\$17,200.00) and come back at the next meeting in December with recommended costs for making and posting videos. Mr. Garrison stated that he will get some prices for making the videos including the cost of cable television advertising.

A motion was made by Darrell Sinagra and seconded by Ted Miller to accept the Garrison Advertising report. The motion carried.

Mrs. Estay informed board members that they need to vote to allow her to purchase t-shirts for the Washington Parish Fair.

A motion was made by Michael Shaun Houeye and seconded by Cody Crowe for Director Michelle Estay to purchase t-shirts for the Washington Parish Fair. The motion carried.

FY 22-23 CERTIFIED LA PROGRAM PROMOTIONAL GRANT BUDGET

Mrs. Estay stated that the Board already voted on the FY 22-23 Certified Louisiana Program Promotional Grant budget.

OTHER BUSINESS

Mrs. Estay informed board members that the Board participated in the Morehouse Parish Farm Field Day. She said that the Board will participate in the Farm to School Conference on September 28. Mrs. Estay stated that the Board is also providing promotional items for School Milk Day promotions and the Tangipahoa Parish Fair. She said that Certified Louisiana is placing a holiday insert in The Advocate and invited the Board to submit an ad and recipe that will be included in it at no cost to the Board.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion was made by Robert Sharkey and seconded by Darrell Sinagra to adjourn. The motion carried.