

MINUTES

MONDAY, NOVEMBER 15, 2010
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 10:04 a.m. Mr. Conerly introduced Robert Sharkey, the newly appointed LDIPB member who took the place of Bryan Stafford.

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
MICHELLE ESTAY (COMMISSIONER STRAIN'S DESIGNEE)

MEMBERS ABSENT

DONNIE FISHER
JERRY SIMPSON

APPROVAL OF MINUTES

A motion made by Paul Alford and second by Susie Sharkey to approve the minutes of the August 24, 2010 meeting. The motion carried.

FINANCIAL REPORT

Michelle Estay read the October 2010 financial report.

Mrs. Estay updated the Board on t-shirt sales at the Washington Parish Fair that was held in October. She informed the Board that she ordered more of the blue t-shirts since most sizes sold out at the fair. Mrs. Estay explained that travel charges were associated with the fair because employees who worked the t-shirt booth Friday and Saturday spent one night at a hotel.

Mrs. Estay said that the Board will sponsor the Tri-State Rodeo which is in Tangipahoa Parish this year. She and Randy Reyes from GMc+ Advertising showed the Board the new banner which will be used at the Tri-State Rodeo. Mrs. Estay informed members that rodeo tickets donated to LDIPB for being a sponsor will be given to Radio Disney to give away in a two-week campaign.

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

SUDIA CONTRACT

Mrs. Estay advised the Board that she has the final draft of the SUDIA contract which includes a resolution from the SUDIA Board, a W-9 and a sole source letter. Mrs. Estay said that SUDIA provided everything requested and Commissioner Strain still needs to read and sign it.

GMC+ ADVERTISING REPORT

Glenda English and Randy Reyes of GMC+ Advertising updated the Board on the FY 2010-2011 advertising campaign. Their presentation included updates on the t-shirts, Saints Yearbook, Tri-State Rodeo sponsorship, Radio Disney campaign and television campaign concepts. The television campaign concepts included one titled "Old McDonald" with a little girl singing and another titled "Energy" with Amanda Shaw fiddling. Ms. English stated that the production of the 30-second spot will cost \$10,000. She explained that the creative rationale was to produce a spot that is an honest portrayal of people who bring us milk that will build an emotional connection between people who purchase milk and people who produce milk. The goal is to get the public to trust milk because they trust the people who produce milk.

Mr. Conerly asked Cheryl Hayn of SUDIA for her thoughts on the commercial. She suggested emphasizing wholesomeness, antibiotics in milk and good animal care. Ms. English said that a dairy farmer and dairy farmer's daughter could be used for the commercial. Mr. Reyes said that he spoke to Mike Danna from Farm Bureau and was told that they could not produce the commercial, but could let the Board borrow footage. Russell Creel suggested contacting Bill Sherman who used to work for Farm Bureau and LDAF to produce the commercial. Mrs. Estay stated that GMC+ would need to hire someone capable of producing the whole commercial including editing.

Ms. English said GMC+ will begin the pre-production process as early as this week. Board members liked the idea of a portrait of farm life. Ms. English said they could use a child's voice or other music in the commercial. She said that they could also produce a 30-second script to narrate the spot. Board members emphasized making sure that dairy farmers are portrayed as modern. Right now, Ms. English can just put together the visual for the commercial and the audio could be decided later. GMC+ will send a list of talent needed for the spot to Mrs. Estay and members will provide input to her on which farms and people to use. Mrs. Hayn will send footage of a SUDIA video titled "Milk on the Moove" to GMC+ per Susie Sharkey's suggestion.

SUDIA REPORT

Cheryl Hayn of SUDIA presented the SUDIA Management Report which included information regarding what is on the agenda, promotion organizations, UDIA state and regional organizations, the national checkoff law, national dairy promotion organization structure, USDA oversight, the big picture, 2011 unified marketing plan and NFL Kick-Off (New Orleans). Shannon Carey, SUDIA's Manager of Marketing and Processor Relations, updated members on "Fuel Up to Play 60"; he highlighted sponsorships from Brown's Dairy and Rotolo's Pizzeria. Mrs. Hayn continued her presentation which included information concerning Jefferson Parish, World School Milk Day, SUDIA Award of Excellence in School Nutrition Programs, dairy

optimization, fall topics, dairy industry image, telling your story and dairy farmer spokespeople, and the U.S. as a growth market for dairy. Mrs. Hayn informed members that financials were put in their SUDIA folders.

PUBLIC COMMENT

Dr. Wayne Gauthier informed the Board that dairy farmers will likely get all four quarters for 2010 on the tax credit.

Mrs. Estay advised members that the audit has been completed and she has copies. The auditor was not aware of any modifications that should be made and did not find anything irregular. The Board received a \$2,000 invoice from the auditor.

Mrs. Estay stated that a local provider offered a billboard on I-55 in the Arcola area to be put up for six months for \$1,500 (\$250 per month), plus the cost of the vinyl for \$400. Mrs. Estay said the money for the billboard can come from unspent funds or miscellaneous funds. This area would allow dairy farmers in the area to see what the Board is producing. Robert Sharkey was concerned that the location of the billboard was close to a dairy farm. Mrs. Estay said that she would double check the location and if members do not like it, she can check to see if there is another location available.

A motion made by Susie Sharkey and second by Russell Creel to fund the billboard on I-55. The motion carried.

Mrs. Estay informed the Board that she found a fiberglass milking cow that has a pump and children can milk it. She said that it can be taken to schools, fairs and other events. The life-size milking cow is eight foot long and costs \$7,100. The miniature milking cow is five foot long and costs \$6,900. Shipping is estimated to cost \$700-\$800. Mrs. Estay recommended the life-size cow and said it will fit in the bed of a truck. The price for the optional "moo" sound effects is \$750. Mr. Conerly suggested that Mrs. Estay come up with a list of events it could be taken to, and the Board will consider approving the purchase of it at the next meeting.

Mrs. Estay stated that in the near future she will begin pricing the cost of printing ballots for the referendum. She will also mail the newsletter in December.

Mr. Conerly suggested the next meeting be when GMc+ has their proposal together, which Ms. English said should be in December.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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