

**MINUTES**

THURSDAY, DECEMBER 9, 2021  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
TELECONFERENCE/ZOOM - <https://us06web.zoom.us/j/85458948063>  
TELEPHONE - DIAL: 215-446-3657, 888-363-4735 (US TOLL FREE)  
CONFERENCE CODE: 152952

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:05 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**

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

**MEMBERS ABSENT**

RANDY MORELL

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Darrell Sinagra and second by Ted Miller to approve the minutes of the August 26, 2021, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay read the August 2021 financial report. Mrs. Sharkey inquired if the Salleys with Flowing Hills Creamery have begun paying the assessment, and Mrs. Estay stated that they have not paid in several years. She said that she was working with them, and they provided some production numbers, but the communication stopped. Mrs. Estay informed board members that she sent out certified notifications to two addresses on November 23 and received one return receipt back, but it was not signed by the individual due to COVID. She said that the letter

informed the company that it has a December 23 deadline to pay and that if payment is made, she will ask the Board to consider waiving the late fees. Mrs. Estay explained that if the company does not pay by December 23, the Board will have to determine the next steps to take with the in-house attorney and consider sending an auditor out if production numbers are not provided.

Mr. Sinagra inquired about the amount of money the company owes. Mrs. Estay stated that the company is a small farmer creamery and producer/processor which has to self-report on the processor side. She said that, as of the date of the letter, \$851.38 is owed going back to January 2016, plus a late fee of 10% which is \$85.15 cumulative and late fees that accrue every month the assessment is late which are currently \$334.97, bringing the full bill to over \$1,200.00. Mr. Sharkey asked about the Salleys who are dairy farmers that are selling out, and Mrs. Estay stated that those are different individuals and not the ones who own Flowing Hills Creamery.

Mr. Miller inquired about the proper channels that should be followed to bring this company to a right standing. Mrs. Estay explained that companies are supposed to provide production numbers and pay by the 20<sup>th</sup> of the month following the month of when production occurs and that most companies meet this payment schedule regularly. She said that Flowing Hills Creamery paid regularly until December 2015. Mrs. Estay said that she has been trying to work with them on payment and periodically had cooperation. She stated that she spoke to someone with the company in March who provided back numbers for production. Mrs. Estay informed board members that after a month or two of this person saying the payment was mailed, it was never received by the Board and communication stopped. She said that she does not have production numbers for the months since March so an auditor would need to be sent out to get that information. She explained that eventually there would need to be a hearing before the Board in which a vote would be taken on the matter. Mrs. Estay advised board members that it would be the Board's responsibility to go through its processes and go further with trying to seek the funds.

Mr. Sharkey asked if the Market Administrator's office in Atlanta has anything to do with those numbers. Mrs. Estay said that it does not because Flowing Hills is a creamery so the milk is not shipped and, therefore, not reported to them. Dr. Charlie Hutchison with LSU explained that their production numbers are below the threshold to report. Mrs. Estay informed the Board that she worked with the Department's in-house attorney to draft the letter that was sent to the company and has been working with national over the years as well, sharing information, since they are also owed money. Mr. Miller stated that he believes it is a good idea to get this issue taken care of from an integrity standpoint. Mrs. Estay said that if she does not hear back from the company after sending the certified letter, the next step would be serving it by hand in person and then sending an auditor out to determine the production numbers that are needed. She explained that if there is still no cooperation by the company at that point, a hearing with the Board would need to take place to make official demand and specific numbers up until that date.

A motion made by Darrell Sinagra and second by Robert Sharkey to approve the August 2021 financial reports. The motion carried.

## **GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising and Stuart Feigley presented the advertising report. Mr. Garrison reviewed the 2022 Dairy Board grant proposed budget consisting of outdoor (\$8,000.00); agency and creative services (\$2,000.00); and digital display ads (\$5,000.00) for a total budget of \$15,000.00. Mr. Garrison discussed past grant efforts with updates on the LAMAR Advertising analysis, digital ad creative, mobile display and digital ads results. Mr. Sinagra inquired if the proposed grant budget items are the same as last year, and Mrs. Estay confirmed that they are.

A motion made by Shaun Houeye and second by Ted Miller to approve the dairy grant media campaign. The motion carried.

Mr. Garrison and Mr. Feigley continued the presentation with the July 2021 through June 2022 proposed Dairy Board campaign budget which includes social media management and development (\$17,200.00); content promotion and targeted messaging (\$4,800.00); new campaign creative, video and production support (\$4,000.00); outdoor panels to extend grant campaign (\$7,000.00); digital ads campaign (\$5,000.00); t-shirt design, printing and related promotional materials (\$6,000.00); and agency services (\$6,000.00) for a total budget of \$50,000.00.

Mr. Garrison and Mr. Feigley updated board members on social media, the website and LAMAR Advertising analysis – Board extension. Mr. Garrison said that the 2021 budget focused on targeting customers and shoppers and recommended that the 2022 budget do so as well. Mrs. Estay asked board members for feedback on advertising ideas. She informed the Board that she registered to participate in the upcoming Ag Expo in West Monroe, partnering with one of the processors to pass out milk. Mr. Feigley said that social media plays a big role as things begin to open because of the ability to take photos of and promote events. Mr. Garrison stated that Mrs. Estay can let him know about events that Lucy Anna the milking cow will be at, and he can attend to take pictures and post on social media, letting the public know that Lucy Anna is available. Mrs. Estay explained that the Board has not been able to bring Lucy Anna to school events recently due to COVID restrictions. Mrs. Estay inquired if the Board could get 10 social media posts per month instead of eight for the same price, stating that the price was lower last year. Mr. Feigley explained that the reason it is more expensive is that they did not include the cost of stock photos that were used last year so it came out of their budget. He explained that if something comes up, they have the ability to put more posts up if needed.

Mrs. Estay informed board members that they can vote to approve the advertising budget today or vote on it at the next meeting which would need to be in January if they would like to hear about any other options. Mr. Miller suggested waiting until January to see if anything else becomes available and vote on the budget at that time. Mr. Garrison said he would need input from the Board for ideas to research in order to prepare his presentation for January to get the advertising ready for February. Mrs. Estay stated that the Board can go ahead and approve certain aspects of the budget that it knows it wants to utilize. Mr. Miller suggested approving the budget as approved if there will not be any new ideas that come up within the next 30 days. Mr.

Garrison stated that the advertising will not be purchased immediately so budget items can be changed in the future should the Board decide to do so.

A motion made by Ted Miller and second by Shaun Houeye to accept the Garrison Advertising Dairy Board proposed budget. The motion carried.

Mrs. Estay suggested modernizing and revamping the billboards if the Board continues with outdoor advertising since the previous ones have been used for the past several years. Mr. Garrison stated that the billboards that have been used in the past featured milk with a cow. He presented the 2022 dairy campaign idea with the theme of "Life goes better with..." that features milk, cheese and butter and shows items they can be used with. Mr. Garrison stated that the advertising would focus on dairy products being used on an everyday basis when consuming food. Mrs. Estay explained that the advertising would feature fresh food with an enticing theme. She requested feedback from board members. Mr. Garrison explained that various images can be used on billboards with the theme of "Everything goes better with..." Mrs. Estay suggested using some digital so the images can be changed up depending on the season. Board members supported this advertising concept.

Mr. Garrison presented the t-shirt design ideas with the theme of "Real Milk." He showed "Design A" which says "Real Milk" and "A Louisiana Family Tradition" at the top and "Nutritious and Delicious" at the bottom with farm graphics in the center in the color of rust red with the option of white or black ink; "Design B" that is similar to the previous design, but has a curved headline at the top in the color of Kelly green with the option of white or black ink; and "Design C" that has "Real Milk," "Nutritious and Delicious," and "A Louisiana Family Tradition" at the top with the same graphics as the other designs and no wording at the bottom in the color of Kelly green with the option of white or black ink. Mrs. Estay requested feedback from board members. Mr. Garrison stated that he can email the t-shirt designs to board members so they can look at them more closely. Board members were in favor of the rust red color shirt with black ink. Mrs. Estay said members will be sent a large image of the red shirt with black ink. She asked board members if they prefer the design with the headline in the flag look, the curved arch or all of the writing in the curved arch. Mr. Garrison said he will send the red shirt in all three designs for board members to look at.

## **DAIRY MAX CONTRACT**

Mrs. Sharkey requested that Mike Konkle from Dairy Max speak. Mr. Konkle said that he is in favor of continuing the relationship and contract between Dairy Max and the Louisiana Dairy Board. He said that he believes moving to a three-year contract is a good idea. Mrs. Estay stated that she has been pleased with how well the Board has worked together with Dairy Max and the way the money has been spent. She asked Mr. Konkle about the staff issue since Jennifer Duhon is leaving Dairy Max for another position. He said that Mrs. Duhon did an excellent job while at Dairy Max, and they are diligently looking for someone to fill that position. Mrs. Sharkey said the Board would need to vote to continue contracting with Dairy Max. Mr. Konkle informed the Board that they are having a Dairy Max board meeting next week. He said that he wants to continue the contract, but the Dairy Max Board will have to

approve contracting with the Louisiana Dairy Board. Mr. Konkle stated that last time the vote was unanimous to do so.

A motion made by Darrell Sinagra and second by Ted Miller to enter into a three-year contract with Dairy Max beginning January 1, 2022, with the option to extend for another two years, not to exceed \$90,000.00 per any one-year period. The motion carried.

### **OTHER BUSINESS**

Mrs. Estay asked Dr. Charlie Hutchison if there are any updates on Dairy Day for this coming year. Dr. Hutchison stated that as long as no issues arise from COVID, there will be a Dairy Day planned for June which will most likely take place at the Research Station.

### **PUBLIC COMMENT**

Mrs. Estay reminded board members that they must complete sexual harassment prevention and ethics training and submit the required paperwork before the end of December.

### **ADJOURNMENT**

No further comments were made. A motion made by Shaun Houeye and second by Darrell Sinagra to adjourn. The motion carried.