

## **MINUTES**

TUESDAY, DECEMBER 29, 2020  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
TELECONFERENCE/ZOOM - <https://us02web.zoom.us/j/84301711586>  
TELEPHONE - DIAL: 636-651-3181, 877-873-8017 (US TOLL FREE)  
CONFERENCE CODE: 745198

### **CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 9:33 a.m. She welcomed new member Ted Miller to the Board.

### **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**

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

### **MEMBERS ABSENT**

RANDY MORELL  
CHARLES WAGNER

### **ELECTION OF LDIPB OFFICERS**

Mrs. Sharkey opened the floor for nominations for chairman. Michael Houeye nominated and Robert Sharkey seconded Susie Sharkey for chairman. A motion made by Robert Sharkey and second by Shaun Houeye to close the nominations for chairman. The motion carried, and Susie Sharkey was elected chairman with a unanimous vote.

Mrs. Sharkey opened the floor for nominations for vice-chairman. Darrell Sinagra nominated Robert Sharkey for vice-chairman. A motion made by Shaun Houeye and second by Ted Miller to close the nominations for vice-chairman. The motion carried, and Robert Sharkey was elected vice-chairman with a unanimous vote.

### **PUBLIC COMMENT**

There was no public comment.

## **APPROVAL OF MINUTES**

A motion made by Robert Sharkey and second by Shaun Houeye to approve the minutes of the June 4, 2020, meeting. The motion carried.

## **FINANCIAL REPORTS**

Mrs. Estay read the May through October 2020 financial reports.

Mrs. Sharkey inquired whether a particular creamery that has failed to pay the assessment in the past has started paying. Mrs. Estay stated that this producer/processor has not paid the assessment despite her contacting them numerous times, but she is still working on the issue.

Mr. Miller asked about how the assessment is paid. Mrs. Estay stated that the Board receives 10 cents per hundredweight. She explained that there is a national assessment of 15 cents per hundredweight, and credit is given to the Board to keep 10 cents since it is a state certified program. Mrs. Estay said that the assessment is taken out from the farmer by the processor they are under contract with and then paid to the Board.

A motion made by Robert Sharkey and second by Darrell Sinagra to approve the May through October 2020 financial reports. The motion carried.

## **DELEGATION OF AUTHORITY - RESOLUTION REGARDING SEXUAL HARASSMENT PREVENTION**

Mrs. Estay informed board members that a law was passed requiring all boards and commissions to establish a sexual harassment policy. She stated that instead of the Board creating its own sexual harassment policy, the Louisiana Department of Agriculture & Forestry's policy may be adopted. Mrs. Estay explained that a resolution must be passed stating that the Board will defer to and adopt LDAF's sexual harassment policy, and LDAF will keep up with the Board's sexual harassment training records. She read a portion of the "Resolution for Delegation of Authority by the Louisiana Dairy Industry Promotion Board Relative to the Prevention of Sexual Harassment," and there were no questions from members.

A motion made by Shaun Houeye and second by Ted Miller to approve the "Resolution for Delegation of Authority by the Louisiana Dairy Industry Promotion Board Relative to the Prevention of Sexual Harassment." The motion carried.

## **GARRISON ADVERTISING REPORT**

Gerald Garrison and Alex Biggs of Garrison Advertising presented the advertising report. Mr. Garrison presented the 2020/2021 campaign budget which included social media management and development, consisting of the creation of up to eight social media posts per month and increasing awareness of dairy products and farmers (budget - \$16,600.00), and content promotion and targeted messaging, consisting of promotion of up to eight posts per

month to help increase website following (budget - \$4,800.00). Ms. Biggs stated that including social media in the promotional budget ensures that people see the content, and she showed a sample from another board.

Mr. Garrison continued his presentation of the campaign budget including video creative and production support, consisting of copy and broadcast support for up to five 30-second to one-minute videos of farmers and Lucy Anna (budget - \$4,000.00); updates including design for website (budget - \$9,000.00); four outdoor panels placed in June 2021 to extend the grant campaign (budget - \$5,000.00) and agency services which is the cost for supervision and project coordination (budget - \$6,000.00) for a total budget of \$45,400.00.

Mrs. Estay explained that the Board usually spends \$50,000.00 on advertising with college sporting events, but will not be able to do so this year due to the pandemic so that funding can go towards getting the Board's social media up-to-date and top-of-the-line instead. She stated that some of the advertising budget will be used for billboards with the hope that more people will be getting back on the road around May or June after the vaccine is made available. Mrs. Estay asked board members for any other advertising suggestions, stating that the Board is under budget on the \$50,000.00 it usually spends on advertising and explaining that the funding in the amount of \$10,000.00 to \$12,000.00 typically budgeted for t-shirts was not spent. She asked that board members let her know if there is anything in their areas of the state they would like the Board to participate in and said that the members could inform her at the next meeting. Mrs. Estay requested feedback from the Board on the advertising budget.

Mrs. Sharkey inquired if there are any t-shirts left over from previous years, and Mrs. Estay confirmed that there are some in the office warehouse. Mrs. Estay explained that the Board usually purchases t-shirts to sell at the Washington Parish Fair and any shirts that are left over are used as giveaways or promotional items when doing educational events with Lucy Anna at schools. She informed the Board that even though up to \$12,000.00 is typically spent on purchasing t-shirts, the Board usually makes approximately \$9,000.00 or \$10,000.00 back when they are sold. Mrs. Estay said that it is almost a free promotion, and people are wearing the advertisement all year long.

Mrs. Sharkey informed Mr. Miller that he could see photos of Lucy Anna on the Board's website, and Mrs. Estay said photos of Lucy Anna at events could also be found on the Board's Facebook page. Mrs. Estay stated that she was able to educate hundreds of children about dairy at several schools using Lucy Anna. She explained that education in schools had to stop at the beginning of the year due to the pandemic. Mrs. Estay said that she has contacted the LSU AgCenter about partnering with them to do some educational events together that could include a virtual option. She stated that this most likely would not cost anything, but would be minimal if there is a cost and may include donating milk or promotional items. Mrs. Estay said that the LSU AgCenter has contacted the Board recently about supporting a project which would send kits about agriculture to children that sign up for a certain program since they are unable to get in schools or have AgMagic events. She explained that this project would send out packets monthly which focus on some part of agriculture. Mrs. Estay stated that LSU asked the Board to participate, and she sent a letter of support for their grant. She explained that if they get the

grant, the Board would provide dairy promotional items, and LSU would present the educational part.

Mrs. Estay reviewed the proposed advertising including updating the Board's mobile website, having Chef Celeste film a cooking video, compiling a video of dairy farmers, and requesting recipes from dairy farmers which could be prepared on videos. Mr. Miller stated that the Board is making the correct decision by placing an emphasis on social media and the videos to put on it. He said that he is also on the National Grazing Lands Coalition Board which has embraced social media and videos with farmers, and the response has been even better than expected due to people making personal connections with the producers.

### **2021 CERTIFIED LA PROGRAM PROMOTIONAL GRANT BUDGET**

Mrs. Estay explained that the Certified Louisiana Program Promotional Grant has been \$30,000.00 in the past, but was reduced to \$15,000.00 for 2021 due to budget cuts.

Mr. Garrison presented the proposed Certified Louisiana Program Promotional Grant budget including outdoor panels using four existing printed vinyl panels with the Certified Louisiana logo which will be up April and May 2021 (budget - \$8,000.00); agency and creative services for vendor coordination and media placement (\$2,000.00); and digital display ads addressing the target market using existing creative elements (\$5,000.00) for a total budget of \$15,000.00.

Mrs. Sharkey stated that the budget is a proposal that may be changed and asked board members if they had any suggestions or comments. Mr. Sharkey inquired if the Board may choose where the panels are located, and Mr. Garrison confirmed that the locations may be chosen from the ones that are available. Mr. Sharkey asked Mr. Garrison if he is usually able to secure good billboard locations, and Mr. Garrison said that he is. Mrs. Estay stated that the Board can choose the regions in the state where the billboards are located.

A motion made by Robert Sharkey and second by Darrell Sinagra to approve the advertising campaign board budget for 2021 activities. The motion carried.

A motion made by Robert Sharkey and second by Shaun Houeye to approve the advertising grant budget for 2021. The motion carried.

### **OTHER BUSINESS**

Mrs. Estay stated that the Board has a contract with Garrison Advertising for three years. She explained that in the past, the Board has been using the bulk of its advertising budget with LSU and sporting events in the amount of \$50,000.00 which was paid directly to LSU. Mrs. Estay said that the Garrison Advertising contract is currently at \$25,000.00 per year, but will need to be increased since Garrison Advertising will be paying the vendors directly for services, which will then be reimbursed by the Board. She stated that the current contract is for \$25,000.00, no more than \$30,000.00, for the three-year period. Mrs. Estay advised the Board

that it needs to extend the Garrison Advertising contract for up to \$70,000.00 per year for a maximum amount not to exceed \$120,000.00. She explained that spending \$70,000.00 in the first year of the contract would leave \$25,000.00 for each of the next two years. Mrs. Estay stated that if the Board decides to continue advertising this way and not go with sporting advertising in the future, it can execute another contract amendment and increase the amount for the second or third year of the contract. She said that Mr. Garrison has an hourly rate for services in the contract, and the proposed contract amendment would be for no more than \$70,000.00 per year with Garrison sending itemized invoices for services including hours worked. Mrs. Estay explained that the Garrison Advertising budget is his working budget that he cannot exceed, but the amount spent may be less.

A motion made by Shaun Houey and second by Darrell Sinagra to amend the Garrison Advertising contract to expend up to \$70,000.00 per year for a maximum amount not to exceed \$120,000.00 over the three-year contract period. The motion carried.

#### **PUBLIC COMMENT**

There was no public comment. Mrs. Estay stated that no emails were received from the public with questions or comments regarding the meeting.

#### **ADJOURNMENT**

No further comments were made. A motion made by Shaun Houey and second by Robert Sharkey to adjourn. The motion carried.