

**MINUTES**

TUESDAY, NOVEMBER 8, 2011  
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 10:05 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Conerly.

**MEMBERS PRESENT**

PAUL ALFORD  
LANNY CONERLY  
RUSSELL CREEL  
ROBERT SHARKEY  
MICHELLE ESTAY (COMMISSIONER STRAIN'S DESIGNEE)

**MEMBERS ABSENT**

DONNIE FISHER  
SUSIE SHARKEY  
JERRY SIMPSON

**APPROVAL OF MINUTES**

A motion made by Paul Alford and second by Russell Creel to approve the minutes of the August 11, 2011, meeting. The motion carried.

**FINANCIAL REPORT**

Michelle Estay read the October 2011 financial report. She stated that Smith's Creamery made a payment to the Board, which will be posted on a later financial report. Mrs. Estay explained the advertising campaign expenses to this point. She informed the Board that the advertising agency, XDesign, has a budget of \$100,000.00 for the year, plus an additional \$9,000.00 for the Saints ad. From the \$100,000.00 budgeted, \$13,950.00 has been expended for agency work and \$12,827.50 has been expended for hard costs for a total of \$26,777.50. The budget remaining for the year totals \$73,222.50.

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

**XDESIGN STRATEGY PROPOSAL**

Christine Kennedy of XDesign, Inc. presented the agency's quarterly report which included updates since the last meeting on the t-shirts and Saints Yearbook ad.

Hunter Territo presented the advertising strategy proposal for the year. He said the goal includes increasing fluid milk consumption by increasing awareness, increasing multiple visits to the website, building and engaging an audience, creating something ongoing, becoming a constant resource and having people become ambassadors for milk. Mr. Territo explained the plans to redesign the website with content that is constantly changing to keep people coming back. He stated that the agency would like to use Google Analytics to gather information about people visiting the website and create a mobile version of the website for smart phones and other mobile devices. Mr. Territo presented the proposed design for the Board's polo shirts and caps which include a QR code that allows people with smart phones to scan it and will take them directly to the Board's website. He advised the Board that social media will play a large role in the advertising strategy via Facebook by creating a fan page for the Board and also through Twitter with the goal of getting people to engage, participate and share. Mr. Territo proposed an outdoor media campaign in the spring for eight weeks in the five major Louisiana markets.

Christine Kennedy presented XDesign's marketing and advertising budget for the year. Budget categories included the Saints Yearbook Ad, 2011 T-Shirts, Administrative, Creative/Production (inclusive of t-shirt and outdoor design), Media/Public Relations, Outdoor – 8 weeks, Social Media (December – June @ 1,500/month) and the GeauxDairy.com Redesign for a total of \$108,992.50.

Mr. Conerly stated that he liked the idea of using social media and redesigning the website. He advised XDesign that he would like to use the TV ad that was created last year again instead of billboards for the coming year.

A motion made by Russell Creel and second by Robert Sharkey to approve the redesign of the GeauxDairy.com website. The motion carried.

A motion made by Paul Alford and second by Robert Sharkey to approve the social media aspect of the strategy proposal. The motion carried.

Michelle Estay suggested decreasing the media/public relations portion of the budget and placing that money toward media since the press releases and media relations could be done through the LDAF press office. Mrs. Estay stated that she would prefer to see a \$45,000.00 budget in television instead of placing that money toward outdoor and media/public relations.

Hunter Territo suggested that he could take the outdoor budget and look at other options of purchased media since the billboards would not run until next spring. The Board decided to wait on choosing what the main media approach would be until more board members could be present. Mrs. Estay recommended taking the funds budgeted for media/public relations and moving them to media. Mr. Territo explained that some money would need to be budgeted for media/public relations for items such as an online cooking competition.

Mrs. Estay suggested leaving \$5,000.00 in the media/public relations budget and increasing the media budget to \$40,000.00. Mr. Territo supported Mrs. Estay's suggestion which would bring the media budget up to \$40,140.00 and stated that if there is a need to move some of the money between budget categories in the future, XDesign could advise the Board at the next meeting in January. Mrs. Estay reminded the Board that the LDAF press office could also be used to get the message out.

A motion made by Paul Alford and second by Russell Creel to reduce the media/public relations budget to \$5,000.00 and increase the media budget to \$40,140.00. The motion carried.

## **SUDIA REPORT**

Cheryl Hayn and Linda Greco presented the SUDIA report. This report included an update on the agenda for today, program strategies for 2011-2012, dairy everywhere in Louisiana schools, coolers for coaches, school smoothies, Fuel Up to Play 60, World School Milk Day, educating school professionals, program strategies, McDonalds: A Dairy Destination, McDonalds: Upcoming Rollouts, McDonalds: Market Testing, fourth quarter milk promotions, Dedicated to Dairy, and new dairy promotional kits. Mrs. Hayn and Mrs. Greco played the “Dedicated to Dairy” video that was filmed at Louisiana dairy farms.

## **PUBLIC COMMENT**

There was no public comment.

## **OTHER BUSINESS**

Mr. Conerly stated that the Board’s next meeting would be scheduled for January.

Mrs. Estay informed the Board that the independent audit was completed and everything looked fine. The Board has been billed for the audit.

Mr. Conerly thanked Gary Cazaubon of the Department of Health & Hospitals for participating in the “Dedicated to Dairy” video. Mr. Cazaubon stated that a few new dairies are coming online and there is a lot of pressure on Louisiana Tech to open back up. He informed the Board that there are 142 permits in the state now.

## **ADJOURNMENT**

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