

MINUTES

THURSDAY, AUGUST 11, 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
DONNIE FISHER
ROBERT SHARKEY
SUSIE SHARKEY

MEMBERS ABSENT

JERRY SIMPSON
COMMISSIONER STRAIN

ELECTION OF OFFICERS FOR LDIPB

Chairman Conerly opened the floor for nominations for Chairman of the Louisiana Dairy Industry Promotion Board. Russell Creel nominated Lanny Conerly for Chairman of the Board.

A motion made by Donnie Fisher and second by Paul Alford to cease nominations for Chairman and elect Lanny Conerly by acclamation. The motion carried.

Chairman Conerly opened the floor for nominations for Vice Chairman of the Louisiana Dairy Industry Promotion Board.

A motion made by Donnie Fisher and second by Susie Sharkey to nominate and elect by acclamation Russell Creel as Vice Chairman. The motion carried.

ELECTION OF SUDIA BOARD MEMBER AND DELEGATES

A motion made by Russell Creel and second by Paul Alford to keep the same SUDIA board member and delegates as last year with Lanny Conerly as board member and Susie Sharkey and Paul Alford as delegates. The motion carried.

APPROVAL OF MINUTES

A motion made by Paul Alford and second by Donnie Fisher to approve the minutes of the June 30, 2011, meeting. The motion carried.

FINANCIAL REPORT

Michelle Estay read the year-end June 2011 financial report. She stated that \$280,000 was budgeted for estimated revenue, but \$231,808.15 was actually received. The actual expenditures for the prior year were \$254,700.76. Mrs. Estay estimated that after the assessments come in for the month, the Board will have gone into their savings about \$15,000. The balance of the savings account is \$139,834.53 and checking account is \$39,407.57.

Mrs. Estay explained that \$125,000 was budgeted in the 2011-2012 fiscal year for SUDIA, but only \$115,000 was paid to them this past fiscal year. She advised the Board that the amount currently budgeted for SUDIA could be amended to be more accurate.

A motion made by Donnie Fisher and second by Lanny Conerly to revise the amount budgeted for SUDIA to \$115,000 and to approve the financial report. The motion carried.

XDESIGN, INC. REPORT

Hunter Territo and Jamey Crump of XDesign, Inc. updated the Board on the advertising campaign. Their presentation included an update on the three t-shirt design options with the themes of "Cowabunga," "Cow Pi" and "Cow-See-Yum." Mrs. Sharkey suggested printing two different t-shirts again this year. Mr. Crump said the agency would create the Board's two favorite designs, "Cowabunga" and "Cow-See-Yum," in color and e-mail them to Mrs. Estay next week to share with board members for their input. The Board could then decide to print one or two t-shirts this year.

Mr. Crump explained the breakdown of their draft budget, which was reduced from \$120,000 to \$100,000. Mr. Crump informed the Board that it has an opportunity again this year to advertise in the Saints program for the price of \$6,000, but their presence would be increased with a double page spread. He said that if the Board decided to place the ad, it would need to be ready by August 22. Mr. Crump estimated that the design and production for the ad would cost no more than \$3,000. He stated that the total cost of the promotion would add an additional \$9,000 to the budget.

A motion made by Donnie Fisher and second by Russell Creel to increase the budget by \$9,000 to allow XDesign to do the Saints promotion. The motion carried.

SUDIA REPORT

Cheryl Hayn of SUDIA presented the SUDIA report with the theme, "Dedicated to Dairy-Our Cows, Our Milk, Our Land." Her report included an update on the agenda for today, funding and staffing update, national update, overall program strategies, schools being the key to future consumption, new national brands, dairy everywhere in Louisiana schools, our Saint (Jon Stinchcomb), what is coming this fall, back to school with more events, dedicated to dairy, and dairy promotional kits.

PUBLIC COMMENT

There was no public comment.

OTHER BUSINESS

Chairman Conerly informed Board members that LDIPB Assistant Director Rebecca Riecke had a list of board members' contact information and asked members to check the contact sheet to make sure the information listed was correct.

Dr. Wayne Gauthier of the LSU AgCenter informed the Board that July did not qualify for the dairy tax credit refund. Dr. Gauthier stated that July's uniform price increased to \$23.69 and the announced price was \$23.03, exceeding expectations by \$0.66.

ADJOURNMENT

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