

MINUTES

THURSDAY, JANUARY 23, 2020
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:28 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Ms. Riecke.

MEMBERS PRESENT

WILLIAM FLETCHER
DR. CHARLIE HUTCHISON
MARK LIUZZA
ERIC MORROW
HEATHER ROBERTSON
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

KEVIN LIUZZA
SHELLEY MATHERNE
STACEY MILLER

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Eric Morrow and second by Mark Liuzza to approve the minutes of the September 24, 2019, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through November 2019 financial reports. She informed the Board of account balances, income and expenses. Ms. Riecke asked if there were any questions regarding the financials, and there were none.

A motion made by Heather Robertson and second by Eric Morrow to approve the September through November 2019 financial reports. The motion carried.

GARRISON ADVERTISING REPORT AND 2020 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report. He explained the 2020 guiding strategy. Mr. Garrison reviewed the budget breakdown for the 2019 campaign consisting of radio (budget - \$4,030.00, YTD spent - \$4,030.00); billboards (budget - \$22,000.00, YTD spent - \$22,000.00); and agency account support services (budget - \$2,770.00, YTD spent - \$2,753.05) for a total of \$28,800.00 budgeted and \$28,783.05 YTD spent.

Mr. Garrison presented the proposed Board assessment dollars budget for 2020 advertising including radio - \$4,030.00; billboards - \$22,000.00; and agency account support services - \$2,770.00 for a total of \$28,800.00 budgeted. He reviewed the proposed 2020 four-week statewide radio campaign with Louisiana Radio Network that promotes the Board's radio message across the state; the billboard campaign which maintains the current ad designs, creating familiarity with Louisiana strawberries as a "brand"; and website activity which follows availability of Louisiana strawberries and marketing promotion periods.

Mr. Garrison reviewed last year's Certified Louisiana grant budget including television (budget - \$20,000.00, YTD spent - \$20,000.00); digital ads (budget - \$5,000.00, YTD spent - \$5,000.00); and promotional items (budget - \$5,000.00, YTD spent - \$4,949.00) for a total of \$30,000.00 budgeted and \$29,949.00 YTD spent. He discussed the current year Certified Louisiana grant budget consisting of cable television - \$12,000.00; website redesign - \$8,000.00; digital ads - \$5,000.00; promotional items (hats, shirts and "Jazzy" themed items) - \$4,200.00; and a promotional tent - \$800.00 for a total of \$30,000.00 budgeted. Mr. Garrison discussed the digital ads including final reports from 2019.

Mr. Garrison proceeded to update the Board on the first year of the Specialty Crop grant budget including the animated video (budget - \$10,000.00, YTD spent - \$10,000.00); 10 page coloring/activity book graphics (budget - \$1,200.00, YTD spent - \$1,200.00); printing of 4,500 coloring/activity books (budget - \$1,800.00, YTD spent - \$1,608.20); education brochure with "tear off" survey (budget - \$530.00, YTD spent - \$804.46); signage/pop ups (budget - \$1,200.00, YTD spent - \$1,234.08); in-store sampling (budget - \$1,750.00, YTD spent - \$1,005.00); and agency fee, graphic design and vendor coordination (budget - \$8,450.00, YTD spent - \$8,970.76) for a total of \$24,930.00 budgeted and \$24,822.50 spent. He informed board members that \$3,487.50 is budgeted for year two of the Specialty Crop grant. Ms. Riecke explained that expenses for the second year are for Ag Expo and other sampling outreach events.

Mr. Garrison requested feedback from the Board on the advertising plans. Chairman Fletcher recommended that the billboards go up soon, and board members agreed that around Valentine's Day would be a good time. Mr. Garrison stated that the same television and radio ads would run this year that ran in previous years.

A motion made by Heather Robertson and second by Eric Morrow to approve Garrison Advertising's marketing proposal for the 2020 regular budget. The motion carried.

Mr. Garrison showed pictures of sampling outreach events including one at the Crescent City Farmers Market, Bash on the Bayou and Ag Expo. He also showed pictures of the Jazzy & the Louisiana Strawberries coloring book.

OTHER BUSINESS

Ms. Riecke informed board members that additional Specialty Crop Block Grant funds may become available if another project does not utilize all of its funding and returns some. She stated that the potential additional funding amount has not been determined. Ms. Riecke advised the Board that it would need to vote to authorize spending the additional dollars for more grant activities if the extra funding becomes available, and she could handle the details.

A motion made by Eric Morrow and second by Mark Liuzza to authorize the expenditure of additional Specialty Crop Block Grant funds should they become available for additional grant activities with Director Rebecca Riecke handling the details. The motion carried.

Ms. Riecke stated that Commissioner Strain was recently sworn in for his new term and new board appointments will need to be made. She stated that there are two vacancies on the current Board for practicing strawberry producers and requested feedback for recommendations of growers who may be willing to serve in this capacity on the newly appointed Board.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Eric Morrow and second by Mark Liuzza to adjourn. The motion carried.