**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION**

**June 22, 2022**

**MINUTES**

**10:00 AM**

LSUA AgCenter

Dean Lee Research and Extension Center

8105 Tom Bowman Drive

Alexandria, LA 71302

**CALL TO ORDER**

 Acting Chairwoman Dr. Tara Smith called the meeting to order at 10:14AM

**ROLL CALL**

**Members Present Members Absent**

Larry Fontenot Charles Brown

Dr. Tara Smith Jason Ables

Hunter Fife Matt Garber

Todd O’Neal

Melvin Chappel

Cynthia Vead

**DECLARATION OF QUORUM**

Rene Simon called roll and declared a quorum.

**PUBLIC COMMENTS**

None

**APPROVAL OF MINUTES FROM PREVIOUS MEETINGS**

A motion was made by Mr. Fontenot to accept the minutes for the January 19, 2022, as amended to correct the LDAF update for sweet potato weevils for the year 2021. All other information in the minutes was correct. It was seconded by Mr. Fife and passed unanimously.

**FINANCIAL REPORT**

Financial report was given during the Budget Consideration.

**DIRECTOR’S REPORT**

* Attended the USSPC Annual Meeting in Las Vegas.
* Began planning for the 2024 USSPC Convention in New Orleans. Louisiana Sweet Potato Association President Todd O’Neal has signed the contract with the Royal Sonesta. The convention will be January 19-24, 2024.
* Filed Legislation to have the Commission recognized for its 70th Anniversary. Both the State House and State Senate passed Resolutions commemorating this.
* Worked with ASPMI on international marketing efforts
* Participated in interviews for the Dr. Chris Clark’s replacement
* Met with the Graham Group to plan the 2022-23 marketing campaign.

**REPORT FROM THE GRAHAM GROUP**

 Candy Domengeaux updated the board on the current marketing strategies that Graham Group has implemented for the Sweet Potato Commission.

**OTHER BUSINESS**

**Consideration of the 2022-2023 Budget**

The Commission reviewed the current budget and then considered the 2022-23 budget.A motion was made by Mr. Fife to accept the current budget and the 2022-23 budget as presented. It was seconded by Mr. Fontenot and passed unanimously. (the FY 23 budget is attached)

 **Celebrating the Commission’s 70th Anniversary**

* Working with Governor’s office on an official proclamation recognizing the anniversary of the Commission
* Will collaborate with Parish and City officials in sweet potato areas to have proclamations declared**.**

 **Extension of Contract with the Graham Group**

 The contract with the Graham Group has been extended for another 2 years through Fiscal Year 2024.

**LSU AgCenter Update**

Dr. Mike Salassi and Dr. Tara Smith gave an update on the status of the AgCenter, the Sweet Potato Station and Sweet Potato Research.

**LDAF Horticulture/Quarantine Program Update**

Ms. Tina Peltier, Director, LDAF Horticulture and Quarantine Program and Mr. Richard Miller, Administrative Coordinator, updated the Commission on issues related to the Guava Root Knot Nematode and sweet potato weevils. Also discussed working with the Mississippi and Texas Departments of Agriculture on quarantine issues related to movement of sweet potatoes into those states.

**PUBLIC COMMENT**

None

 **ADJOURN**

A motion was made by Mr. Fontenot to adjourn the meeting. It was seconded by

Ms. Vead and passed unanimously. The meeting was adjourned at 11:49 AM.