

The Louisiana Seafood Promotion and Marketing Board held their meeting on July 1, 2009 at the UNO Advanced Technology Center.

1) ROLL CALL

Members Present: Bauer, Baumer, Borges, Chauvin, Gerica, Gibson, Guilbeau, Juban, Minvielle, Pearce, Rivere, Truelove, Voisin, Williams

Members Absent: Folse, Guillory

2) APPROVAL OF MINUTES

A motion to approve the minutes was made by Minvielle, seconded by Guilbeau

Add Julie Falgout to agenda under other business about LSU, no opposition

3) PRESENTATIONS/PETITIONS

➤ **Jerald Horst** presents Louisiana Seafood bible to all the board members. He then discusses his upcoming books.

➤ **UPS Representative** – Shipping program for seafood industry

Leo, what can UPS do and what industry can they target? Found out the seafood industry is a 2billion dollar industry which is huge. They've come out with a new and improved program. Easy to sign up and the incentives are good. There is a residual that is paid that helps the seafood board. We are getting very close to a deal with Rouses. The goal is to increase sales. He is open for recommendations and suggestions. It's very easy to sign up to the program.

- 1% goes back to the seafood board
- Incentives, confidential, contract, residual paid

Carson Petry – UPS has set up an association hotline. Special pickup times, special pickup needs, contact. This program is to help suppliers get their seafood out. The residual is to assist the entire industry not separate industries

- Sign up through association hotline 800-325-7000
- 55 -63% off published rates
- Savings create a new revenue avenue
- UPS will come out and set it up to your computer
- 5-6% less than competitors' base rates

➤ **Rouses**

- Strong proponent w/Louisiana Seafood
- Gulf Coast, Louisiana Company
- Fresh shrimp available to consumer at all times
- Goal is to have fresh shrimp at every location
- Strong crawfish, crab and Louisiana shrimp program
- Working w/Pontchartrain crab in Slidell
- Almost at the 4 major Louisiana seafood varieties that they are looking for (crawfish, shrimp, crab and catfish)
- Full service seafood department 60-70% of the stores
- Sponsored \$7500 for LASCO & Bonne Crevette (\$5,000 LASCO, \$2500 Bonne Crevette)

Kim – do you have a seafood training program for your employees in the seafood department? Scott, we are nowhere near we need to be, we are working on developing a program. Rick will work closer with the board.

First training seminar will be in August. Service, sanitation, computer friendliness.

Craig- suggests the seafood board can help with point of sale materials.

Rouses sponsored us for \$7500 for an entire month

4) EXECUTIVE DIRECTOR'S REPORT

Ewell introduced the new assistant director (Rene LeBreton) then he began his discussion with a PowerPoint presentation regarding what we've done in the past couple of months. Ewell explains we are functioning at a very steady pace.

Past Events

Longest poboy

Acme oyster eating challenge (A&E) Sonya ate 29 dozen oysters in 8 minutes

Bonne Crevette

Bike week, crowds were not what was expected,

La seafood cook-off 2nd year, Chef Tory McPhail won,

La Seafood Day at Governor's mansion – All sectors of the seafood industry put up \$1500 and the seafood board paid for the rest. Attendance was lost because it was at governor's mansion vs. old location.

LA seafood festival 2nd year – we help with the advertising/promoting but have never been a sponsor. The event is held in the French Market. A partnership began w/LSPMB, LA Seafood Festival, Creole Tomato Fest and the king of Zydeco fest

Social Networking – Dean Hotard made sign for LSU game, LSU fans like our championship games like we like our oysters, by the half dozen

Domain name – (get seen get seafood) – to cultivate fans to start making sings in order to win seafood at future LSU games

Upcoming events

July 18 Great American seafood cook-off, raised 38k, 14 states competing, John Folse & Sig Hansen co-emcees, board members can get badges

July 19 Alligator event - 4 or 5 schools competing

Sept Iraq is still in play, talking to the state department to do cultural exchange with the Iraqus

Website (Ashley) we are making progress, supplier database is going to be great, suppliers will have a mini site on our site if they like. It will include photos, number & location along with other company details. There will also be a rewards advantage for suppliers.

Once the forms are built we will do a direct mail campaign for suppliers

Recipe database (culinary concierge and Louisiana cooking) are assisting with recipes. Consumers can vote for their favorite recipes.

A motion to accept the executive director report was made by Kevin, seconded by Pete. Motion carries.

5) SECRETARY/TREASURER'S REPORT

It was discussed that budget information would be sent out to board members well in advance of the meeting for review.

New Budget 09/10 was distributed and discussed

Ewell discusses the state budget and explains we are in good shape

Ewell discussed each budget by line item

131,000 LSPMB

26,000 oyster development account

187,000 shrimp marketing account

7,000 crab promotion account'

377,000 shrimp trade petition account

33,000 alligator fund

All balances will roll over to the new fiscal year

The state will lower budget categories.

A BA 7 will be done to raise the crab appropriation

The alligator resource fund was cut by 5%

6) BOARD MEMBER ITEMS

a) **Where do we stand on hurricane relief funds and their distribution (Minvielle)**

Handout named Fisheries Recovery Program was distributed

7) COMMITTEES

A. **Education – status quo**

B. **Executive Committee – status quo**

C. **Other Committees – status quo**

8) OTHER BUSINESS

Julie Falgout discussed the federal grant for shrimp quality certification. We finally have a dedicated seafood lab. Benchmark the characteristics of our shrimp; take attributes to market the program. We want the industry input on the program. From boat to dock to processing to retail, comprehensive program
Working on traceability program, did a pilot program
October seafood sanitation class
HAACP class
Is anyone interested in a half day oyster radiation?

9) NEXT MEETING DATE

The next meeting will be held on August 26, 2009 at 9:00 am

10) ADJOURNMENT

A motion to adjourn by Minvielle, seconded by Baumer, meeting adjourned