

Louisiana Seafood Promotion and Marketing Board

Open Forum Meeting

July 27, 2016

10:00 a.m.

Old U.S. Mint

400 Esplanade Ave, New Orleans, LA 70116

Meeting called to order by Chairman Pete Tortorich at 10:15 a.m.

Chairman Tortorich ask Administrative Assistant, Jordan Buras, to call the roll.

Board Member	Present	Absent
Julie Samson, Lt. Gov. Designee	X	
Troy Parria		X
Daniel Edgar		X
Sal Sunseri	X	
David Maginnis		X
Chef Tenney Flynn	X	
Mayor Sherbin Collette		X
Chef Peter Sclafani	X	
Jakov Jurisic		X
Larry Avery		X
Kristen Baumer		X
Pete Tortorich	X	
Chalin Delaune	X	

The Chairman asked for the guests to introduce themselves.

Matthew Wiggins, LSU BTC
Tab Pitre, Louisiana Bayou Bites
Yvette Pitre, Pitre's Furs
Dexter Guillory, Riceland Crawfish
Maggie Bowles, Miles Media
Theresa Overby, Miles Media
Scott Couvillon, Trumpet
Ben Mitchell, LA WLF
John Fallon, Audubon G.U.L.F
Julie Falgout, LA SeaGrant
Thomas Hymel, LA SeaGrant
Gaye Sandoz, LSU AgCenter Food Incubator

Executive Director, Karen Profita, addressed the group letting everyone know Ben Mitchell will become the new Assistant Executive Director.

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She then gave remarks about the upcoming Great American Seafood Cook-off. She talked about the great media coverage for the event and how it is continuing to grow. We are working with Steve Green to do Foodie Chats before the event. Mrs. Profita talked about all of the judges and hosts that will be participating. Also, we are trying to bring back past chef kings to participate in the Friday night welcome reception. She continued to give a description and schedule of events.

Mrs. Profita then discussed the Congressional Staff Visit. She explained the Board's role in the visit. She asked if anyone would like to meet the staffers at any of the various locations to let LSPMB Staff know and we could help coordinate.

Chef Tenney Flynn, asked how many people would be at the Friday Night Reception at the Aquarium. Mrs. Profita stated, we are expecting 125 people roughly. Executive Director Profita moved into the marketing efforts. She asked Theresa Overby of Miles Media to go over their marketing information. Mrs. Overby explained how they will continue the Facebook marketing because it has done very well. She then discussed the stats from the social media sites. She also talked about the LASCO statistics and how there was great engagement. Mrs. Overby continued talking about reaching more audiences with messaging and we hope to see our engagement numbers.

Mr. Sal Sunseri asked about number of posts per week if there is no event. Mrs. Overby explained, there are normally six posts and then went into how they connect with the audiences. Facebook is connect with a data company that can tell habits of the viewing audience. Mr. Sunseri then asked what time of day the posts are. She explained how night time is the best time for posts and that is around 8 pm. There was a further discussion about the days of posts and types of post viewers are interested in. Mr. Chalin Delaune asked about the budget for the social media. Mrs. Overby stated \$1,500 is the monthly budget.

Mr. Scott Couvillon then discussed Trumpet's efforts for advertising. He talked about engagement in regards to cost per click and leads generated. He also talked about there being two new Grocery Co-Marketing applications and how it amounts to an estimated \$2 million in Louisiana seafood sales. Mr. Couvillon continued to talk about the efforts of the Co-Marketing program and geography that is being targeted. He also gave a quick overview of the Hannaford co-marketing program what was done in the past couple of months. Mr. Couvillon mentioned there were some restaurants interested in the Restaurant Co-Marketing program.

Chairman Tortorich asked Chef Tenney Flynn to give details about the Marketing Committee meeting. Chef Flynn gave a brief description of things that were covering including the issue of

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sustainability. He also explained there was some concern about the intent of the board and should the mission statement change.

Mrs. Profita stated we are still unclear on the direction we will be going in. She explained there may be a focus on in-state marketing and being part of more fairs and festivals. She asked if anyone had comments on what was discussed in the Marketing Committee meeting.

Mr. Chalin Delaune explained how the figures of the Co-Marketing program are beneficial. He expressed his favor for these type of programs.

Chef Peter Sclafani gave his opinion and explained how he feels in-state marketing is important.

Mr. Sal Sunseri said he thinks there might be more return and accountability on doing some in-state marketing. Mr. Delaune agreed we should do in-state and focus on education or in various forms.

Chairman Tortorich then talked about how many people do not know if they are eating Louisiana seafood.

Mrs. Profita explained how guidelines are being drafted for the fairs and festivals. This will be the outline for people to follow when applying. She stated how it will be matching marketing dollars for the festival.

Mr. Sunseri shifted in to a discussion about perception of the oyster industry. He posed the question of the marketing teams on how to increase the image of oysters. Mr. Delaune then began to talk about USDA regulations and controls on the seafood industry. There was a brief discussion on regulations. Mr. Mark Schexnayder with WLF began to talk about the definitions of organic when it comes to oysters. He mentioned how according to the FDA, oysters did not fit the definition. There was a further discussion on what is organic.

Mrs. Profita explained how the Grocery Co-Marketing program has actually helped the other species outside of shrimp. She talked about companies that have been interested in one species but if it did not meet the program minimums, by added another species, they would meet the qualifications. Mr. Couvillon stated he felt the Restaurant Co-Marketing program would be better for oysters. He explained how it could be promoted in a better way and there could be more education on oysters. Mr. Sunseri expressed is thoughts on promoting oysters more during Thanksgiving and Christmas. Mrs. Profita then stated her efforts to get in front of the oyster task force to ask for more marketing dollars.

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Chairman Tortorich asked if Mr. Delaune had anything to report on Legislative. Mr. Delaune did not have anything to report.

Mrs. Julie Samson was asked to give a brief overview of the financials and explained the budget is still being reviewed. Mr. Delaune had a question about a line item on the financials. The explanation was the full line accidentally was cut off on some of the copies.

Executive Director Profita then moved into old business and explains Mr. Charlie D'Agostino with LSU was going to give a presentation about the findings on the Seafood Incubator. She invited Mr. Matt Wiggins, an associate of Mr. D'Agostino's to give a brief synopsis. Mr. Wiggins explained how there are a couple of locations in the New Orleans area that would be a good place. He also talked about the actual building and how it should be roughly 12,000 sq. feet to provide enough space for the entrepreneurs. Mrs. Profita also added there is a mobile unit that could also be effective and would be a great asset to help jump start the incubator. The mobile unit would be a mobile classroom and it could be brought to festival and other events. It would be great to partner with SeaGrant, LSU and possibly the food incubator. Mr. Thomas Hymel, LSU AgCenter, expressed this would a great way to get to coastal communities and we can incorporate other partner.

Chairman Tortorich stated there is no new business at this time.

Chairman Tortorich asked for any public comments.

Mr. Dexter Guillory, Riceland Crawfish, presented information to the board about sustainability. He explained how he is working with Walmart to possibly pull out some of the imported seafood and put in more domestic seafood. He has been working with LSU and John Fallon to some sustainability documentation. Mr. Guillory also explained how alligator industry is suffering as well due to the sustainability issue. Mr. Mark Schexnayder with LA Wildlife and Fisheries, gave his opinion on crawfish and sustainability and how it is a hard process. He stated LA WLF and Audubon are working together on these efforts. Mr. John Fallon with Audubon Institute, then discussed how sustainability effects the rest of the country and world. He talked about how crawfish is not completely wild if farmed according to some standards. He also stated they are looking into fishery improvement plans. Mr. Schexnayder also expressed that if you can show you are working on fishery improvement plans, it can give you time to work on certifications. If you are able to present some of this information on these large companies, it can buy you time and give them piece of mind.

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Chef Tenney Flynn asks about the GULF program. Mr. Fallon explains the long certification process and how some of these certifications are a pass or fail. Mr. Guillory then asked if he could get some type of mission statement to give the industry some breathing room. There then was a further discussion about sustainability.

Mrs. Yvette Pitre with Pitre's Furs, talks about her certification issues. She and her husband are in the alligator and fur industry. She stated how people are backing out of deals because of licenses and certifications. There was a short discussion about certifications. Mr. Guillory said he is the point person the sustainability project.

Chairman Tortorich asked if there was any more comments. Chef Flynn made a motion to adjourn and Mr. Delaune second.