

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Agenda

February 10, 2016

1:00 p.m.

Capitol Park Welcome Center

702 N. River Road, Baton Rouge, LA 70802

Board Member	Present	Absent
Lt. Gov. Billy Nungesser	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	
Alan Gibson	X	
Pete Tortorich	X	
Chalin Delaune	X	

Meeting called to order by Chairman Sal Sunseri at 1:06 PM. Noted there was no quorum and only 7 members were present at this time.

Roll call and introduction of guests.

Introduction of Staff and Guests:

Staff:

Karen Profita, Executive Director

Lisa Manda, Assistant Executive Director

Jordan G. Buras, Administrative Assistant

Guests:

Julie Samson, Office of Lieutenant Governor

Guy Laigast, Chief of State, Office of Lieutenant Governor

Clint Guidry, LA Shrimp Task Force

Damon Morris, LA Department of Wildlife and Fisheries

Ben Mitchell, LA Department of Wildlife and Fisheries

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Agenda

February 10, 2016

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Mike Ketchum, New Orleans Fish House

Theresa Overby, Miles Media

Julie Falgout, Sea Grant

Charlie D'Agostino, LSU

Matthew Wiggins, LSU

John Fallon, Audubon Nature Institute

Scott Couvillon, Trumpet

Jordan Russo, Trumpet

Emily Sampson, Trumpet

Kristen Baumer, Paul Piazza

Marc Ehrhardt, The Ehrhardt Group

Caitlin Switzer, The Ehrhardt Group

Mr. Sunseri made opening remarks and thanked everyone for being at the meeting.

The adoption of the agenda was held off until a quorum was met.

Election of new Chairman, Pete Tortorich, Chairman Elect, Chalin Delaune and Secretary/Treasurer, Troy Parria. Motion was held until quorum was met.

Mr. Sunseri introduced Lt. Governor Nungesser and thanked him for his attendance. Lt. Governor Nungesser greeted the board and asked to listen through the meeting and make his remarks at the end.

The adoption of the December 9, 2015 board meeting minutes was held off until a quorum was met.

The committee reports began with Julie Samson giving the current financial report. There was nothing to report on the executive and legislative committees. Troy Parria gave an update on the Education committee activities at Southern. Mr. Parria discussed Southern's upcoming cultural events and invited the Lt. Governor to speak at the Cajun Heritage Event. He is also trying to coordinate a swamp tour with Mayor Collette or an oyster tour with Mr. Sunseri. Chef Flynn, on

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behalf of the Marketing Committee, mentioned there were several events to consider that would be presented later in the meeting.

Mr. Jakov Jurisic entered at 1:34 pm creating a quorum.

There was a motion to approve the agenda, by Peter Sclafani, and a second by Troy Parria. Motion adopted.

Motion of election of officers and transfer of the gavel, by Alan Gibson, second by Peter Sclafani, motioned carried.

Motion to adopt the minutes from December 9, 2015 meeting by Larry Avery, Troy Parria second, motion adopted.

Executive Director's report started with Karen Profita talking about the success of Walk the Hill in partnership with the oyster and shrimp industries. Some Congressional delegates offered to write to NOAA on Seafood Board's behalf in regards to GASCO.

At Mrs. Profita's invitation, Assistant Executive Director, Lisa Manda, updated everyone that we have done 5 events to date for the Grassroots Campaign. Ms. Manda talked about verifying criteria with stores to use our POS items for the Grocery Co-Marketing campaign. She said that Chef Peter Sclafani did cooking demonstrations and sampling for the Associated Grocers employees. Chef Sclafani expressed there was a lot of good feedback and great interest. Ms. Manda asked for suggestions on retailers and anyone that we can reach out to. Pete Tortorich is willing to help with Associated Grocers and Chef Sclafani offered to assist with promotions Alexander's Market.

Before continuing with her report Mrs. Profita thanked Mr. Sunseri for his service as board chair and mentioned the grassroots efforts were part of what was created during his tenure.

Chalin Delaune entered at 1:53 pm.

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Agenda

February 10, 2016

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Mrs. Profita then invited Mr. Thomas Hymel of Sea Grant to give a presentation on Louisiana Fisheries Forward Summit. He informed the Board of a mobile educational trailer that can be brought to different events. He also talked about the creation of the Delcambre Seafood Farmers Market and their success. Mr. Hymel spoke of a shrimp quality mobile training lab to teach about processing and packaging.

Mrs. Profita then gave an update on the revisions to the Louisiana Seafood booth and shared information on a trial program with the American Heart Association Go Red Month to promote seafood.

Mrs. Profita moved on to the Seafood Expo North America. She stated that with seven companies joining us we will have a full booth. She expressed that Sal Sunseri and Pete Tortorich would be going to represent the Seafood Board. Lt. Governor Nungesser will also be attending and King of Louisiana Seafood Michael Brewer will be cooking.

Next, Mrs. Profita updated the Board on the National Restaurant Association event in Chicago. This would be the first event with the newly renovated booth. Thus far there are 2 companies committed to join us in the booth and we would like to get a few more exhibitors. She then asked if anyone had been to the Texas Restaurant Association show. There was some discussion that it is similar to the national and Louisiana show. Larry Avery expressed that it is something to be looked into because it is in our target market. After some discussion on additional shows, it was decided to do a survey and see who would be interested in joining us for these types of shows in different markets. There was mention by Chef Peter Sclafani about the Inland Show. This is something that Mrs. Profita and Ms. Manda will be reviewing.

Mrs. Profita gave an update on LASCO. Chef Jeff Henderson has agreed to be one of the hosts. The invitation letters will be going out to the chefs. Miss Manda mentioned she is working on sponsorship of the event and there was discussion regarding sponsorship details.

Finally, Mrs. Profita closed the report mentioning that the Truck Wrap Program is back on line.

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Agenda

February 10, 2016

1:00 p.m.

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Motion by Sal Sunseri to accept the Executive Director's report, seconded by Jakov Jurisic.
Motion adopted.

Old Business:

Hogs for a Cause was presented in the previous Board meeting. There was much discussion about how seafood directly correlates to this event. After all discussions on how the seafood industry would benefit from this event, it was decided not to proceed with participation. Motion made by Chalin Delaune to not participate in Hogs for a Cause this year, second by Alan Gibson.
Motion adopted.

The Lt. Governor made remarks about how to get everyone involved in the marketing of Louisiana Seafood. He stated that we should be promoting Louisiana Seafood in all aspects of the Office of Lieutenant Governor. Lt. Governor expressed that we need to get Legislative support and opinions. There was further discussion on North Louisiana and how to get more involved in this area.

Ms. Lisa Manda gave a brief update on the Legislative Day. There was discussion on a few changes to the location and time of the event. It was suggested that the event should be hosted at the Pentagon Barracks. The current date will remain the same. Lt. Governor Nungesser made suggestions on who should be invited.

Mrs. Profita introduced Mr. Charlie D'agostino of LSU who is conducting the board approved research on a seafood incubator. He gave a presentation on how this could be huge benefit to the Louisiana Seafood Industry for many years to come. He stated that there would be state of the art technology on hand for innovation. Lt. Governor Nungesser made remarks about his involvement with other grants and how he worked with Bill Dore' on similar projects. There were further discussions about how this could help the Louisiana Seafood Industry.

Ms. Theresa Overby of Miles Media gave an update on social media. She said there has been great growth over the past few years on the LSPMB social media sites. LSPMB social media sites have grown as follows: Facebook by 112%, Twitter by 25%, Instagram by 372%, Pinterest

Page 5 of 8

This meeting is being held in compliance with Louisiana's Open Meetings Law as defined by La. R.S. 42:11, et seq. Public comments must be related to an agenda item as set forth in La. R.S. 42:14.

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Agenda

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by 30% and our website has had 237,516 sessions. The #LouisianaSeafood has been adopted and is frequently used by Instagram followers. She stated that it is a great opportunity to tell stories and share articles related to seafood. Chalin Delaune expressed how it could be beneficial to reach out to the LinkedIn network as well. The Lt. Governor stated we should connect with all parish CVBs.

Marc Ehrhardt, The Ehrhardt Group, gave an update on the overall media tactics for the LSPMB. He gave a list of events and ad value for each event in the previous year. Mr. Ehrhardt made the comparisons for how many dollars were spent and the amount of impressions were generated from this. He mentioned it is a place to talk about the industry and things that are debated. There were comments made that we could or should report about the risk of imported seafood. Sal Sunseri stated that the board agreed to keep a more positive focus. Mrs. Profita agreed and said there is a fine line when you start talking about the negative.

Scott Couvillon, Trumpet, gave a marketing update for LSPMB. He explained there are two main goals, lead generation and consumer campaigns. He spoke about how we are using our money to generate leads and we have almost hit our goal for the consumer campaign. He talked about the Grocery Co-Marketing campaign and how we are using this advertising to get into the stores. Mr. Couvillon said that we want to get as many people to the website as possible and we want to be able to track our progress. Mr. Couvillon then shared a rough cut of the American Seafood Coast Guard video that was developed by Trumpet. The video will be displayed on the La Seafood website once completed. Lt. Governor Nungesser said the video was very nice and done well. Larry Avery and Pete Tortorich asked if the video would be available for Boston. There were other suggestions made for add-ons to the video. After further discussion, there will be a few changes made to the video and shown to the board again at a later date.

New Business:

Mrs. Profita presented to the board the \$5,000 proposal for the Chef Jeff Healthier Chef Challenge. The Board members were sent an attachment detailing the event. She explained that this could translate well to consumers and it would be good exposure. A few members raised concerns of the benefits for the investment. Chalin Delaune asked if we could get Chef Jeff to do

Louisiana Seafood Promotion and Marketing Board

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a morning show appearance and mention LSPMB. Chalin Delaune motioned to allot \$2500.00 plus seafood for the event and to ask, Chef Jeff to demo/mention Louisiana Seafood in a morning show interview. The motion was second by Peter Sclafani. Motion adopted.

The Lt. Governor then talked about some other events that we could do to promote the seafood industry. He talked about a New Year's Eve event that would go from New York to Louisiana after the ball drops. He also said we should send out letters to legislators asking for their help. He said he likes events that have a wide reach for a low investment and used a Miss America proposal as an example. He explained how he will speak with the film industry and promote the seafood industry through them.

Mrs. Profita presented a proposal to live stream LASCO for \$9,900. This was successful with GASCO last year. There were questions about how much publicity is generated. After further discussion, it was agreed upon that Mrs. Profita would see what the bottom line cost would be for the live stream and present again at a later date.

Mrs. Profita then presented Dinner Lab Clash of the Crawfish to the Board with \$5,000 in cash or product per location. This event would showcase crawfish as the main species. There were concerns by board members that it only represented crawfish. It will be looked into using other species and revisited with the Board at a later date.

Mrs. Profita then shared a proposal to allow a production company to take over GASCO. The event would continue in New Orleans but how it is executed would change. Mr. Delaune stated that if the event would not cost us anything but still get publicity we should consider the offer. Mr. Avery did not like the proposal and after a brief discussion, it was decided that it will be looked into further and revisited at a later date.

The last project presented by Mrs. Profita was the Coastal Restoration Convention sponsorship opportunities ranging from \$1,800-\$50,000. Mrs. Buras will send out the information about this project and it will be discussed at a later date.

Louisiana Seafood Promotion and Marketing Board

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Lt. Governor Nungesser asked that the PR and media people give their input and honest opinions. He would like to see all background information of any organization asking for LSPMB participation for all future projects and proposals.

Public Comment:

Mr. Clint Guidry of the Shrimp Task force noted that there should be a place for public comment. He commended the Board for doing a great job of promoting the seafood industries. He also expressed if the LSMPB is consistently doing a good job, it will be easier to go to the people in his industry and raise funds.

Motion to Adjourn by Chalin Delaune, second by Alan Gibson. Meeting adjourned at 4:10 pm.