

LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD
MINUTES OF REGULAR BOARD MEETING
Open Forum
February 6, 2020
1:00 PM – Capitol Park Event Center
702 River Road, Baton Rouge, LA 70802

Members Present: Kristen Baumer, Ralph Pausina, Barry Toups, Jakov Jurisic, Pete Tortorich, Michael Boudreaux, Troy Parria, Larry Avery, Chalin Delaune, Gene Cavalier, John Paul Reason, Dexter Guillory, Ron Harrell, Lieutenant Governor Billy Nungesser.

I. Call to Order

The Louisiana Seafood Promotion and Marketing Board meeting was called to order by Executive Director at 1:05 PM at the Capitol Park Event Center in Baton Rouge.

II. Adoption of Minutes

Jakov Jurisic motioned to adopt the minutes from the October 2018 meeting. Barry Toups seconded the motion. Motion carried unanimously.

III. Adoption of Agenda

Chalin Delaune motioned to amend the agenda and add an SBA disaster recovery assistance to the agenda. Jakov Jurisic seconds the motion and the motion carries unanimously.

IV. Old Business

Board Chairman/Co-Chairman Selections

Jakov Jurisic motioned to open the floor for nominations for chairman. Chalin Delaune seconds the nomination and the motion carries unanimously. Jakov Jurisic nominates Chalin Delaune for chairman of the board. No other nominations are made. Jakov Jurisic motions to close nominations. Barry Toups seconds the motion and the motion carries unanimously. Chalin Delaune accepts the nomination of chairman.

Jakov Jurisic motions to open the floor for nominations for co-chairman. Dexter Guillory seconds the motion and the motion carries unanimously. Kristen Baumer nominates Jakov Jurisic who declines the nomination. Chalin Delaune nominates Troy Parria. No other motions are made. Jakov Jurisic motions to close nominations. Dexter Guillory seconds the motion and the motion carries unanimously. Troy Parria accepts the motion of co-chairman.

Jakov Jurisic opens the floor for Secretary/Treasurer nominations. Kristen Baumer seconds the motion and the motion carries unanimously. Jakov Jurisic nominates Ralph Pausina who declines the nomination. John Paul Reason nominates himself for the position and no other nominations are made. Larry Avery motions to close nominations. Kristen Baumer seconds the motion and the motion carries unanimously.

V. New Business

Jakov Jurisic nominates that the board be able to deviate from the order of the agenda. John Paul Reason seconds the motion and the motion carries unanimously.

Seafood Resolution proposed by the Lt. Governor to RLGA

The Lieutenant Governor welcomes everyone to the meeting and thanks the board members for attending the meeting. There was a brief discussion on the BP money, long-term funding from legislation (\$500,000 from the 2020 legislative session) and inspection fees on imported seafood. The Lieutenant Governor offers the board the opportunity to host a breakfast at his apartment to discuss issues within the industry with legislatures at the beginning of session.

Jakov Jurisic has a brief discussion about the importance of stopping fresh water diversions and the impact it has on the oyster industry and the seafood industry as a whole.

SBA

Chalin Delaune led a brief discussion about the SBA. Chalin mentioned concern that they only discussed the algae disaster but the fresh water diversions and flooding were not discussed.

Kristen Baumer has a brief discussion about American Shrimp Processors Association and SSA funds for the shrimp industry that is no longer being funded. Lt. Governor Billy Nungesser asks Kristen Baumer to draft a letter asking for support.

Jakov Jurisic motions to host a breakfast for the legislators at the Lieutenant Governor's apartment to voice concerns within the seafood industry. Chalin Delaune seconds the motion and the motion carries unanimously. Samantha Carroll will work with the Lieutenant Governor's schedule to set a date for the breakfast.

Update from Wildlife and Fisheries on Seafood Disaster Funding

Patrick Banks led a brief discussion about the seafood disaster funding. So far, Congress appropriated \$165 million dollars to seven states. Louisiana has documented to Congress that they alone are at a loss of \$176 million dollars.

Chalin Delaune requests that a joint resolution be made for the SBA disaster recover with Wildlife and Fisheries commission, etc. to get credibility behind the urgency of this matter while waiting for funding. Jakov Jurisic discusses concerns with the opening of the Bonnet Carre spillway and other concerns within the oyster industry.

Jakov Jurisic motions to approve the request for a joint resolution. John Paul Reason seconds the motion and the motion carries unanimously.

BP Funding

Chalin Delaune discussed receiving a brief overview of the remaining balance of the BP money. Chalin request a motion to freeze any money that is not committed at the moment until the board can get a review of the number. John Paul Reason motions to freeze money. Troy Parria seconds the motion and the motion carries unanimously.

Marketing Plan discussion – Seafood Labeling Law

Samantha Carroll led a brief discussion about a marketing plan regarding the new law passed that is being enforced by the health department. Restaurants are now supposed to inform the public if their seafood is domestic or not. After a brief discussion, Kristen Baumer voiced some concerns with the marketing plan. Chalin Delaune believes there needs to be a better-rounded and more seafood inclusive approach rather than just focusing on shrimp.

The board believes the labeling law is an imported vs. domestic issue; not a shrimp issue. Chalin Delaune asks for a motion to set a meeting with Busson to discuss the law to better clarify what they are looking

for with this marketing plan. John Paul Reason motions, Kristen Baumer seconds and the motion carries unanimously.

Troy Parria led a brief discussion about grocery co-marketing. Troy Parria is concerned with grocery containers labeled “Louisiana Seafood” is containing imported products or products that are not seafood. Pete Tortorich discussed the containers and informed the board that he would follow up on proper use of them.

Port Wonder Aquarium

Samantha Carroll discusses the proposal of the aquarium and informs the board that there is an updated proposal that she will send out. Chalin Delaune requests that this is placed onto the next meeting’s agenda.

Upcoming Seafood Events

Samantha Carroll briefly discusses the fisheries forward summit, Country Roads supper club “Beyond the Boat” that LSPMB will be hosting, LASCO and GASCO.

Barry Toups mentions that he will be hosting writers to discuss the seafood industry on March 18, 2020. He invites the board to attend.

Dexter Guillory mentions the importance of expo show appearances. Samantha Carroll discussed hosting a reception rather than having a booth space.

VI. Public Comment

Kristen Baumer discussed the \$500,000 we are requesting from legislation. Kristen requested to have the marketing committee break down that balance. Committee selections will be on the next agenda.

Jakov Jurisic mentioned the upcoming Croatia Festival that will take place on March 21, 2020. He would like the board to consider sponsoring the Event as well as attending.

Jakov Jurisic leads a brief discussion about the non-voting board members. He would like to motion to change them into voting members as well as adding a Department of Health representative to the board. John Paul Reason makes the motion. Dexter Guillory seconds the motion and the motions carries unanimously.

VII. Setting of the next meeting

After brief discussion, the board decides to set the date for the next meeting as March 12, 2020 at 1pm in Baton Rouge, Louisiana.

VIII. Adjournment

Barry Toups motioned to adjourn. John Paul Reason seconded the motion at 3:24 PM. Motion carried unanimously.