

Louisiana Seafood Promotion and Marketing Board

Meeting Minutes

October 24, 2013

1:00 p.m.

Louisiana Seafood Promotion and Marketing Board
702 N. River Rd., Capitol Park Welcome Center, Baton Rouge

The meeting was called to order at 1:03 p.m. The roll was called and a quorum was present:

Board Member	Present	Absent
Chef John Folse, Chairman	X	
Larry Avery		X
Sherbin Collette	X	
Lt. Gov. Jay Dardenne	X	
Byron Despaux	X	
Alan Gibson		X
David Maginnis		X
Frank Randol	X	
Chef Peter Sclafani	X	
Tommy Stoddard		X
Sal Sunseri	X	
Pete Tortorich	X	
Sarah Voisin	X	
Keith Watts	X	

Staff:

Kristin McLaren, Interim Executive Director
Krystal Cox, Administrative Assistant

Guests:

Randy Davis, DCRT
Cathy Berry, DCRT
Rikki David, DCRT
Julia George-Moore, DCRT
Michaela York, John Folse and Company
Kathy Andersen, Graham Group
Jon Bell, LSU Sea Grant
Donna Klingenberg, The Food Group
George Graham, Graham Group
Rene Lebreton, DWLF
Julie Falgout, LSU Sea Grant
John Fallon, Audubon Nature Institute

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Brenda Fried, Candidate for LSPMB Executive Director position
Toby Gascon, Candidate for LSPMB Executive Director position
Karen Profita, Candidate for LSPMB Executive Director position
Chris Banko, Candidate for LSPMB Executive Director position
Dr. Jack Warner, Nunez Community College
Teresa Smith, Nunez Community College
Dr. Geoffrey Stewart, University of Louisiana Lafayette

The chairman opened by welcoming guests and stated the meeting would begin with interviews of the four candidates for the LSPMB Executive Director position.

Frank Randol moved to go into executive session to hear presentations by the four candidates for the position of LSPMB Executive Director and discuss their qualifications, seconded by Peter Sclafani. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Sherbin Collette moved to allow Kristin McLaren and Rikki David to remain in the room during executive session, seconded by Peter Sclafani. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		

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Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Frank Randol moved to return to regular session, seconded by Peter Sclafani. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

The board reconvened at 3:25 p.m.

Frank Randol moved to adopt the agenda, seconded by Sherbin Collette. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Sarah Voisin moved to submit LSPMB Executive Director candidates Brenda Fried and Karen Profita to the Lieutenant Governor for his consideration, seconded by Pete Tortorich. There being no discussion or public comment, the motion carried unanimously:

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Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despaux	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Frank Randol moved that the Board to adopt a resolution to publicly commend Kristin McLaren and express its appreciation for the work she has done in serving as both the LSPMB's executive director, assistant director and communications manager during the transition process of the last several months, seconded by Keith Watts. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despaux	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Sarah Voisin moved to approve the minutes of the August 14, 2013 regular meeting and the October 16, 2013 special meeting, seconded by Sherbin Collette. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despaux	X		

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Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

The Lieutenant Governor made comments about the Ethics Board's opinion that the LSPMB's proposed trade marketing program will not violate state ethics rules. He said DCRT can now move forward with implementing these programs that the Board had approved and that he will keep the Board informed about the program's progress moving forward.

The Lt. Governor also made comments regarding the termination of GCR's contract which effectively terminated LSPMB's subcontracts with The Food Group and Graham Group as well. He said that currently, a legislative audit is being conducted on GCR's billing and that when the audit is completed, he will present the findings to the Board.

Frank Randol asked for clarification on the Board's role in implementing marketing initiatives. The Lt. Governor said that the current legislation under which the Board operates states that once the LSPMB approves a budget, it acts as an advisory board only. The LSPMB can approve budgets and marketing plans, but once a budget is approved, DCRT has autonomy in determining the specifics of how the funds are spent. The Lt. Governor said that DCRT will provide reports to the Board detailing its expenditures. The LSPMB does have the authority to change its marketing plan and if does so, DCRT will adjust its expenditures accordingly.

Discussion continued on trade programs and whether the original level of funding allocated to this initiative should be reduced now that The Food Group and Graham Group are no longer the agencies handling these programs as was originally planned. The Lt. Governor said that the Board had the ability to reduce the trade marketing program budget if it chooses to do so. Mr. Chairman reminded the Board that a review of the marketing plan was part of the agenda and that members would have a chance to bring up any concerns or propose changes at that time.

Kristin McLaren presented the results of the Commercial Fishermen and Processor Survey conducted by GCR.

Randy Davis gave an update on the remaining funds in the \$1.6 million Short Term Action Plan.

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The Lt. Governor updated the Board on the length of time it has remaining on the BP funds. He said that DCRT will not pursue a fourth extension of the funds directly because it is unnecessary. Because of a de facto extension (due to the fact that the Louisiana Dept. of Wildlife & Fisheries has still not re-opened a particular fishery), he thinks the funds will be extended for as long as the Board needs them to implement its programs. He said he estimates the funds will still be available for approximately two more years. Mr. Davis said that the Foundation has already received BP's final distribution.

Ms. McLaren presented the Treasurer's report.

Frank Randol moved to accept the Treasurer's report, seconded by Sarah Voisin. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Ms. McLaren presented the BP grant budget.

Frank Randol moved to accept the BP grant budget, seconded by Pete Tortorich. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despau	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		

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Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Mr. Chairman reminded the Board that the Marketing Committee met last month and made three recommendations:

1. For the Board to consider a proposal from Nunez Community College
2. For the Board to consider a proposal from University of Louisiana Lafayette
3. For the Board to adopt the Fiscal Year 2014 Marketing Plan

Dr. Tommy Warner, Chancellor of Nunez Community College and Teresa Smith, Executive Director of Institutional Advancement, presented their proposal to the Board.

Byron Despaux commented that he thought Nunez's program was great but said his constituents tell him they want promotional funds to be used for marketing initiatives only. He suggested using other monies to sponsor this educational program. Mr. Chairman said he thought the Nunez program was an appropriate use of promotional funds since reaching out to the industry is marketing as well.

Dr. Geoffrey Stewart, Professor of Marketing, presented the University of Louisiana Lafayette's program to the Board.

Discussion followed the presentation. Mr. Chairman asked Dr. Stewart to re-evaluate ULL's program, discuss aspects of the program with LSPMB staff, and come back to present at the Board's next meeting in December. Specifically, he asked Dr. Stewart to determine what the program's immediate needs were as he expressed concern that funds would be used more for infrastructure upgrades than on the curriculum portion of the program.

Frank Randol moved to adopt the \$4 million budget and allocate \$250,000 out of the contingency line item to Nunez Community College; seconded by Sarah Voisin. Peter Sclafani asked for clarification on The News Room's contract before voting commenced. Kristin McLaren explained that the News Room's contract expired and that currently, the Board is seeking an allocation of \$65,000 to continue news reporting services throughout fiscal year 2014. Staff is currently waiting for a contract with a reporter/stringer to be finalized since Ed Lallo chose not to sign another contract with LSPMB. The motion carried:

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Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despaux		X	
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Ms. McLaren presented the interim Executive Director's report. She said the Lt. Governor released a statement to respond to the Monterey Bay Aquarium's Seafood Watch Program's red-lighting of Louisiana shrimp. The Board had approved this statement at the last special meeting. She also said that the Louisiana Seafood television commercials that are airing during Top Chef episodes were updated to incorporate sustainability messages. However, current print ads could not be updated with this messaging.

She continued by saying that the Board will follow the procedures it has in the past with regard to the Seafood Expo North American (formerly the International Boston Seafood Show). Next month, LSPMB will be sending out a letter to the industry advertising available booth space and if any the eight spaces are remaining after industry is notified, Board members will be invited to participate.

Ms. McLaren gave an update on current legislative activities. She said the Gulf of Mexico Council will be meeting in New Orleans next week to discuss the red snapper issue and also mentioned that there are multiple bills currently moving through Congress that she will be monitoring. These include the Gulf Fisheries Fairness Act, the Offshore Fisheries Fairness Act, the Gulf of Mexico Red Snapper Conservation Act of 2013, and a bill to transfer exclusive fishery management authority over red snapper from the U.S. Department of Commerce's Secretary to the governors of particular states. She added that she will be attending the Gulf of Mexico Council to represent the commercial fishing industry as a Commercial Finfish Task Force does not exist. Ms. McLaren also said that Frank Randol will be attending a meeting regarding H2B.

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Finally, Ms. McLaren said that the LSPMB will be changing its by-laws in accordance with the Administrative Procedures Act.

A copy of the pre-drafted resolutions regarding the hypoxic zone had been provided to the Board. Frank Randol made a motion to adopt the two resolutions; seconded by Sal Sunseri. There being no discussion or public comment, the motion carried unanimously:

Board Member	Yay	Nay	Abstain
Chef John Folse, Chairman	X		
Sherbin Collette	X		
Byron Despaux	X		
Frank Randol	X		
Chef Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

The chairman called for public comments. There being no comments, the chairman advised the Board that the next regular meeting was scheduled for December 11, 2013.

Sarah Voisin moved to adjourn the meeting; seconded by Sherbin Collette. The motion was adopted unanimously and the meeting adjourned at 5:37 p.m.

Respectfully submitted,
Krystal Cox
Administrative Assistant