

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

November 23, 2023

Alumni Center

University of Louisiana at Lafayette

Call to Order:

David Savoy called the meeting to order at 1:00 P.M.

Roll Call:

MEMBERS PRESENT

David Savoy

Greg Faulk

Bill Pizzolato

Kip Lastrapes

Ralph Babin

Robert Buller

Chandra Scarber

Declaration of a Quorum:

A quorum was declared with 7 members.

Approval of Minutes:

The minutes from the August 23, 2023, Board meeting was read.

MOTION BY: Bill Pizzolato seconded by Kip Lastrapes to approve the minutes from the August 23rd, 2023, Board meeting. Motion Carried.

Collections & Financial Report:

David Savoy called on Jessica Lange to present the collections and financial reports. She reported to the Board the current condition of accounts.

MOTION BY: Ralph Babin seconded by Robert Buller to approve the financials. Motion Carried.

Promotion & Research:

Dr. John Hawke and Jacqueline Elliot gave a report on the Whitespot research project. Molecular work was completed in order to attempt to characterize the origin of whitespot. It was determined that whitespot is not from the United States. It is considered an exotic pathogen. It was also determined that there are 2 types of whitespot strains. One strain may cause higher mortality than the other and the hope is to find out how to characterize the difference in strains, test and from there communicate with farmers to determine what steps are necessary to manage the infected ponds. Further experiments will be conducted in January 2024 and come back in the Spring with additional results.

Laney King, The Crawfish App, presented a sponsorship request to the Board. The Crawfish App is a free mobile app that helps users search for live and boiled crawfish prices in their area. The Crawfish App has over 378,000 downloads, 1,000,000 unique app sessions per season, 11 million advertiser impressions per season, 1,550 business listings on the app and 41,000 social media fans on Facebook, Instagram and TikTok. The Board decided to go with sponsorship package B. This package includes 3 advertising messages that will run all season, a large square advertisement 200,000 impressions, mobile banner 300,000 impressions, 3 social media posts per platform (9 total) and 2 features in the email newsletter.

MOTION BY: A motion was made by Greg Faulk seconded by Chandra Scarber to approve this sponsorship for the amount of \$3,000.00. Motion Carried.

Jennifer Marsh, Louisiana Radio Network, presented the Board with a digital campaign proposal for March - May 2024. The objective is to draw mass awareness for where and when you can buy Louisiana crawfish. This campaign will include streaming audio, streaming to devices such as a TV or other video watching device and advanced targeted display through digital billboard on the internet. Targeting tactics include audience targeting, geotargeting, geofencing, geofarming and site retargeting.

MOTION BY: A motion was made by Chandra Scarber seconded by Greg Faulk to approve the digital campaign for the amount of \$40,000.00. Motion Carried.

The Board decided on the billboard campaign with Lamar in the following locations: Atlanta and Austin area.

MOTION BY: A motion was made by Chandra Scarber seconded by Greg Faulk to approve this billboard campaign with Lamar for the amount of \$40,000.00. Motion Carried.

Next, Jennifer Marsh, presented a billboard campaign for 2024. The Board decided to go with Louisiana Radio Network and have billboards in Houston, Dallas, Memphis, San Antonio, Mobile and Birmingham.

MOTION BY: A motion was made by Robert Buller seconded by Kip Lastrapes to approve this billboard campaign with Louisiana Radio Network for the amount of \$30,000.00. Motion Carried.

Yvette Bonanno gave an update on promotion gave an update on her promotional efforts on behalf of the Board. She discussed all social media videos and posts created over the last few months. She is working with multiple chefs to create videos featuring Louisiana crawfish. The Board discussed the effects that drought will have on crawfish prices.

Avery Davidson, Louisiana Farm Bureau Federation, presented the sponsorship of *This Week in Louisiana Agriculture* for the broadcast year. The sponsorship provides pre- and post-segment audio bumpers featuring the logo and the use of crawfish in segments as often as possible (4 use minimum). This also includes the sponsorship of the crawfish prices weekly broadcast through crawfish season. From January through at least the first week of June, they will share consumer crawfish prices for both live and boiled crawfish. On the graphic, the Board logo will be featured and mention the Board at the end of each segment. This proposal also includes a social media campaign that includes at least 2 posts for the year. Each post will feature stories on industry news, education, and promotion.

MOTION BY: A motion was made by Ralph Babin seconded by Kip Lastrapes to approve the sponsorship of TWILA and the social media campaign for the amount of \$27,000.00. Motion Carried.

Donald Dartez, RAD Consulting, gave a report on the Board's website. He discussed the cost breakdown for services throughout the year. \$1,200.00 Google analytics, \$1,200.00 spokesperson related posting, \$600.00 to set up reports and \$600.00 posting fee.

MOTION BY: A motion was made by Kip Lastrapes seconded by Ralph Babin to approve the RAD Consulting Group line items. Motion Carried.

Todd Fontenot, LSU AgCenter crawfish extension agent, gave an update on the upcoming crawfish season and the activities of the extension center.

MOTION BY: A motion was made by Kip Lastrapes seconded by Greg Faulk to approve the 2024 administrative assistant contract for the amount of \$12,500.00. Motion Carried.

Board Business:

The Board next discussed the crawfish season.

No public comment

The tentative date of the next Board meeting will be Tuesday, February 20th, 2024, at 1:00 p.m. at the Alumni Center on the University of Lafayette campus.

MOTION BY: A motion was made by Kip Lastrapes and seconded by Robert Buller to adjourn the meeting. Motion Carried.