

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

February 20th, 2024

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

Ralph Babin

Robert Buller

Chandra Scarber

Declaration of a Quorum:

A quorum was declared with 6 members.

Approval of Minutes:

The minutes from the November 28, 2023, Board meeting was read.

MOTION BY: Ralph Babin seconded by Bill Pizzolato to approve the minutes from the November 28, 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.

The Board made a decision to move funds from the 105 account to the 106 checking account.

MOTION BY: Ralph Babin seconded by Greg Faulk to approve the financials. Motion Carried.

MOTION BY: Ralph Babin seconded by Bill Pizzolato to approve the financials. Motion Carried.

MOTION BY: Ralph Babin seconded by Robert Buller to go into executive session. Motion Carried.

MOTION BY: Greg Faulk seconded by Chandra Scarber to exit out of executive session. Motion Carried.

Promotion & Research:

James Fox-Smith, Country Roads magazine, presented a sponsorship request that would feature a series of Louisiana crawfish advertorial articles delivering educational info about Louisiana crawfish, featured dishes & recipes, and chef's techniques. Featured monthly within Country Roads' Cuisine section, planning session(s) with chef/management to maximize targeted engagement. This would also include E-newsletters and recipes on Country Roads website.

MOTION BY: A motion was made by Ralph Babin seconded by Robert Buller to pass on the sponsorship request with Country Roads. Motion Carried.

Raquel Manuel, FFA, presented a sponsorship request to the Board to sponsor the 2024 FFA Convention. Listing of the Board in the annual report sent to all members, partners, advisors Board name listed at convention autograph book, Star Walk, website, annual strategic planning poster.

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.

Next, Jennifer Marsh, Louisiana Radio Network, presented the Board with 2 radio ad campaigns. The crawfish report would run through crawfish season and the other will run in September as a co-sponsor with Louisiana rice. The radio campaign during crawfish season will feature a specially prepared report by Don Molino, TVOLA's Farm Director for over 38 years. This weekly report will have the latest Louisiana crawfish information on everything from research to nutrition impacting the crawfish industry. Every week, The Voice of Louisiana Agriculture Radio Network will produce a special one (1) minute Louisiana Crawfish Report. This report will air in a fixed position, so producers and consumers know when to listen. The time is every Friday morning at 11:45am. The Board will then receive one (1) :30-sec commercial after this report to promote the consumption of crawfish. Every week, the latest Crawfish news will be posted in the Monday edition of Don Molino and Avery Davidson's Daily Voice E-Newsletter – The Daily Voice. Open rate is 38%! Nat'l average open rate is 21%.

The September campaign will include thirty (30) :60-sec commercials. This comes to a total of 1,500 individual commercials airing on LRN (30 spots x 50 radio stations). Commercials will air Monday through Friday for three weeks during the month of September (Sept. 9-Sept. 27, 2024). Each :30 will promote both LA Rice and LA Crawfish, giving both parties double the exposure. This gives the Board an additional 1,500 individual announcements at no additional investment. Markets covered: Houma, Thibodaux, Lafayette, Lake Charles, Baton Rouge, New Orleans, Shreveport, Monroe and Alexandria. And many smaller cities in-between.

MOTION BY: A motion was made by Ralph Babin seconded by Robert Buller to approve the radio campaigns for the amount of \$7,000.00 and for the amount of \$6,175.00. 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 continuing to work with multiple chefs to create videos featuring Louisiana crawfish.

MOTION BY: A motion was made by Greg Faulk seconded by Chandra Scarber to approve the renewal of Yvette Bonanno's contract for 2024 for the amount of \$30,000.00. Motion Carried.

Jessica Lange gave an update on the 2024 billboard campaign with Lamar. The billboards will run March 2024 – May 2024. The following locations are: Atlanta, Austin, Memphis and San Antonio.

The Board discussed the re-design of the logo.

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

Andy Brown, Louisiana Farm Bureau Federation, gave the Board an update on legislative activities, Farm Bill and emergency relief coverages related to Louisiana crawfish.

Board Business:

The Board next discussed the crawfish season.

No public comment

The tentative date of the next Board meeting will be Tuesday, May 14th, 2024, at 1:00 p.m. at the Alumni Center on the University of Lafayette campus.

MOTION BY: A motion was made by Ralph Babin and seconded by Chandra Scarber to adjourn the meeting. Motion Carried.