

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

August 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

MEMBERS ABSENT

Chandra Scarber

Declaration of a Quorum:

A quorum was declared with 6 members.

Approval of Minutes:

The minutes from the May 2nd, 2023 Board meeting were read.

MOTION BY: Ralph Babin seconded by Bill Pizzolato to approve the minutes from the May 2nd, 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 Kip Lastrapes to approve the financials. Motion Carried.

Promotion & Research:

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

Next, Anna Mallett presented the Board with a sponsorship request for the 2023 Louisiana Food and Wine Festival in Shreveport. This sponsorship will present exposure and promotion for Louisiana Crawfish across all festival advertising. The Board will be positioned as the Festival's Presenting Sponsor of the Louisiana Cookin' Demo Stage, at the Grand Tasting, and recognition and the Board logo will be placed on the festival website, including a link to the Board's website and social media pages. We will have one of the chefs on the stage incorporate Louisiana Crawfish into their cooking demo at the festival.

MOTION BY: A motion was made by Greg Faulk seconded by Kip Lastrapes to approve this sponsorship for the amount of \$2,000.00. Motion Carried.

Jennifer Marsh, Louisiana Radio Network, gave a report on the final statistics of the 2023 campaign. Next, she presented the digital/social campaign that will run from March 2024 through May 2024. The campaign will deliver a total of 1,666,666 impressions via desktop and/or mobile device, *Ages 35+*, identified as 'Seafood frequent diners', 'dining' and 'live crawfish'. Additionally, the image of Louisiana crawfish will be posted on Tiger Rag Twitter each week during the months of March-May 2024. Reporting includes impressions, clicks, CTR and geographic impressions through clicks. Social media advertisements will appear on Twitter, Instagram and Facebook. The Board agreed to table the discussion on the 2024 digital campaign to the next meeting. At the next meeting the 2024 billboard campaign locations and budget will also be discussed.

Next, Yvette Bonanno 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. Also, working with TWILA on crawfish content for the Board's Facebook page and videos/content with Louisiana Cookin' Magazine. Yvette also worked with Donald Dartez to update the Board's website. The "Whisk Away Gastric Cancer" fundraiser will take place tomorrow night in honor of Holly Clegg with the proceeds going towards gastric cancer research. Yvette will attend this event and represent the Board.

MOTION BY: A motion was made by Ralph Babin seconded by Greg Faulk for a donation of \$500.00 to go towards the "Whisk Away Gastic Cancer" fundraising event. Motion Carried.

Yvette presented her proposal for a renewal of her contract for another six-month period.

MOTION BY: A motion was made by Ralph Babin seconded by Greg Faulk to approve Yvette Bonanno's contract for the amount of \$15,000.00. Motion Carried.

MOTION BY: A motion was made by Ralph Babin seconded by Kip Lastrapes to approve Jessica Lange the handling of any bank correspondence, check deposits and accounting on behalf of the Board. Motion Carried.

Board Business:

The Board next discussed the crawfish season.

No public comment

The tentative date of the next Board meeting will be Wednesday, November 1st, 2023 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 Robert Buller to adjourn the meeting. Motion Carried.