

**Louisiana Crawfish Promotion and Research Board Meeting
University of Louisiana at Lafayette Alumni Center**

600 E St Mary Blvd, Lafayette, LA 70503

December 12th, 2025 at 1:00 P.M.

MINUTES

I. Call to Order

- A. David Savoy called the meeting to order at 1:27 pm.
- B. The Pledge of Allegiance was recited.

II. Roll Call

- A. David called roll.
- B. **Members present:** Greg Faulk, Johnny Hebert, Kip Lastrapes, Alex Olivier, Bill Pizzolato, Cole Reiners, David Savoy and Natachia Stelly.
- C. **Guests present:** Annie Zaunbrecher, Yvette Bonanno, Todd Fontenot, Stuart Poulton, David Williams, Donald Dartez, Jennfier Marsh, Dr. Kaelyn Fogelman, Wade Richey, Laney King, and Jeff Derouen.

III. Determination of a Quorum

- A. A quorum was declared with 8 members present.

IV. Public Comments

- A. None stated.

V. Approval of Minutes

- A. David reviewed the minutes from the previous meeting.
- B. Natachia Stelly made a motion to approve the minutes. The motion was seconded by Greg Faulk. Motion carried.

VI. Collections and Financial Reports

- A. David presented the collections and financial report.
- B. Bill Pizzolato made a motion to approve the collections and financial report. The motion was seconded by Natachia Stelly. Motion carried.

VII. Promotion and Research

- A. Promotion Update - Yvette Bonanno
 - i. Yvette Bonanno gave an update on her promotional efforts as spokesperson for the board. Yvette has acquired commitments from 5 chefs for the 2026 promotional season. She proposed looking at where the crawfish are coming from and where they go

outside of the state. Yvette would like to attend 3 events – LA Food & Wine Festival, LSU Alumni Crawfish Boil and the Crawfish Boil in New Jersey. Yvette asked the board for \$41,500.

- ii. Kip Lastrapes made a motion to approve the \$41,500 sponsorship request. The motion was seconded by Natachia Stelly. Motion carried.

B. Holly Clegg Donation – Yvette Bonanno

- i. Yvette asked the board for a \$500 donation to the Holly Clegg Foundation.
- ii. Bill Pizzolato made a motion to approve the \$500 sponsorship request. The motion was seconded by Kip Lastrapes. Motion carried.

C. Movee Media, Social Media Update – Stuart Poulton

- i. Stuart Poulton with Movee Media provided a social media update. Stuart has brought the board from 3 to 5 platforms. Content has been posted 6x a week. Stuart provided the analytics from Instagram, Facebook, and TikTok. The goal for next year is 3 million impressions. Stuart asked the board for \$54,000.
- ii. Greg Faulk made a motion to approve the \$54,000 sponsorship request. The motion was seconded by Alex Olivier. Motion carried.

D. RAD Consulting Group, Website Update – Donald Dartez

- i. Donald Dartez with RAD Consulting Group provided an update on the status of the website. He explained that it is outdated and stale. The board agreed. Donald would be contracting the website update through Stun Agency. The investment is \$8,000 for the website redesign.
- ii. Johnny Hebert made a motion to approve the \$8,000 request. The motion was seconded by Bill Pizzolato. Motion carried.

E. The Crawfish App, 2026 Advertising – Laney King

- i. Laney King with The Crawfish App presented a proposal on 2026 advertising. The app has over 2000 users with 1200 business sponsors. The investment is \$12,500.
- ii. Board members expressed their concern with the cost of the sponsorship and the return on investment.
- iii. Johnny Hebert made a motion to approve \$6,000 sponsorship request. The motion was seconded by Natachia Stelly. Motion carried.

F. Louisiana Radio Network – Jennifer Marsh

- i. Jennifer Marsh with Kingfish Pro Digital and the Louisiana Radio Network provided 2 proposals.

- ii. The first proposal was for Kingfish Pro Digital.
 - 1. Product #1 was for Targeted Display Web Ads. These ads would be geared towards ages 25-54, Louisiana seafood foodies, crawfish lovers, crawfish recipes, etc. It will provide 1,500,000 total impressions delivered with a \$15,000 investment. The objective is to drive people to the website and to promote Louisiana crawfish. It is a 3-month run.
 - a. Johnny Hebert made a motion to approve the \$15,000 sponsorship request. The motion was seconded by Natachia Stelly. The motion carried.
 - 2. Product #2 was for Streaming Tv. These ads would target the same group as listed under product #1. It will provide 516,120 total impressions delivered with a \$24,000 investment. The objective is the same as product #1. It is a 3-month run.
 - a. Johnny Hebert made a motion to deny the \$24,000 sponsorship request. The motion was seconded by Natachia Stelly. Motion carried.
- iii. The second proposal was for the Louisiana Radio Network.
 - 1. Product #1 was a funding request for the Louisiana Crawfish Promotion and Research Board and Louisiana Rice Promotion Board partnership ads. This includes thirty (30) :60-sec commercials. This comes to a total of 1,530 individual commercials airing on LA Radio Network (30 spots x 51 radio stations). Commercials will air Monday through Friday for three weeks during the month of September (Sept. 7-Sept. 25, 2026). Markets covered: Houma, Thibodaux, Lafayette, Lake Charles, Baton Rouge, New Orleans, Shreveport, Monroe, Alexandria and many rural markets in-between. The investment is \$7,500 with 3,060 individual announcements coming to \$2.45 per individual announcement.
 - a. Alex Olivier made a motion to approve the \$7,500 sponsorship request. The motion was seconded by Johnny Hebert. Motion carried.
 - 2. Product #2 was a funding request for the LA Crawfish Report. This weekly report will have the latest Louisiana crawfish information on everything from research to nutrition impacting the crawfish industry. The crawfish report is information specifically prepared for Louisiana farmers and

Louisiana consumers. The 13 reports will air every Friday at 11:45 am for 13 weeks. This will occur March 6-Mary 29. The investment is \$8,800.

- a. Johnny made a motion to approve the \$8,800 sponsorship request. The motion was seconded by Kip Lastrapes. Motion carried.

G. LDAF Update – Gene Cavalier

- i. Gene Cavalier was not present to provide an update.

H. LSU AgCenter Update – Todd Fontenot

- i. Todd Fontenot gave a brief introduction of Dr. Fogelman.
- ii. Todd provided the LSU AgCenter update. Rice Delphacid was detected in Louisiana for the first time in 70 years.

I. LSU AgCenter Update – Dr. Kaelyn Fogelman

- i. Dr. Fogelman introduced herself as the newest crawfish researcher at the LSU AgCenter.
- ii. Dr. Fogelman asked the board to sponsor the International Association of Astacology's symposium. Dr. Fogelman provided the board with a flyer containing 3 sponsorship levels ranging from \$500-\$2,000.
- iii. Bill Pizzolato made a motion to approve the sponsorship request for \$2,000. The motion was seconded by Natachia Stelly. Motion carried.

VIII. Public Comments

- A. None stated.

IX. Date of Next Meeting

- A. The date of the next meeting was undecided.

X. Adjourn

- A. Kip Lastrapes made a motion to adjourn the meeting. The motion was seconded by Johnny Hebert. Motion carried.
- B. The meeting was adjourned at 4:26 pm.