

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

March 12th, 2025

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
Natashia Stelly
Alex Olivier
Greg Faulk
Kip Lastrapes
Robert Buller
Ralph Babin

MEMBERS ABSENT

Chandra Scarber
Bill Pizzolato

Declaration of a Quorum:

A quorum was declared with 7 members present.

Approval of Minutes:

The minutes from the last meeting were read.

MOTION BY: Ralph Babin seconded by Kip Lastrapes to approve the minutes from the last Board meeting. **Motion Carried.**

MOTION BY: Ralph Babin seconded by Greg Faulk to enter into executive session. **Motion Carried.**

MOTION BY: Ralph Babin seconded by Greg Faulk to leave executive session and return back to the regular 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 Greg Faulk to approve the financials. Motion Carried.

Promotion & Research:

Jon Carr, Louisiana FFA, presented a funding request to the Board to be a sponsor of the FFA Convention. This sponsorship includes Pre-session promotion, Branding on jumbo screens for entire pre-session Promoting Louisiana Crawfish, Branded pre-session giveaway Items, Session of your choice designated as “Presented By: Your Organization” Up to 5 minute partner message during the session to 1,700 attendees. In-session video promoting Louisiana Crawfish (1-2 minutes) at the start of the session. 5-10 second branded stinger multiple times throughout the session promoting LA Crawfish, Board logo or watermark on jumbo screen footer throughout the session. All branding and messaging featured on Livestream. 10 x10 booth space in Expo and complimentary convention registration. Each year, nearly 2,000 students, supporters, and guests from across the state gather to celebrate the accomplishments of youth in agricultural education. The State Convention and Expo features opportunities for networking, education, and camaraderie for our members while connecting them to major commodities and industries within Louisiana Agriculture. There are five unique sessions, hosted by our state officers, each with an opportunity to share and connect with the attendees of our largest event of the year.

Todd Fontenot, LSU AgCenter, gave a proposal on Whitespot Research.

The Lamar out-of-state billboard campaign for March, April and May 2025 are up and running in Atlanta, Memphis, San Antonio and Dallas.

Donald Dartez gave an update on the Board’s website. He discussed with the Board the option to upgrade the website.

Yvette Bonanno gave an update on her promotional efforts as spokesperson for the Board. Her contract is up for renewal at an amount of \$30,000.00. They will continue filming with chefs throughout Louisiana along with some independent pieces. They filmed eight this year, three of which have been released. The released spots are The Francis, Mansurs, and Stabs. The soon to be released are Nino’s, Restaurant Revolution, Garrison, and two from Commander’s Palace. Two more videos will be produced by the end of the year. Social media has been an effective way to deliver this content. However, we need to increase traction through more postings, content and consistent messaging. A total of ten chef videos will be produced in 2025 Total videos will be approximately 30, 1:30 - 2:45 minute duration per episode. Visually stimulating social media shorts demonstrating recipes featuring Louisiana Crawfish with a modern twist to keep the viewer engaged and entertained, as well as informed. Using only

a minimal number of ingredients, locally sourced and readily available products. A series of branded cinematic food scenes featuring the broad strokes, demonstrating a step-by-step process of putting together a dish featuring Louisiana Crawfish, tagged by Chef Yvette Bonanno. Ideal for consumption on social media platforms such as Facebook, YouTube, Instagram and TikTok.

PROPOSAL

- Updated spokesperson - “SpokesChef” for Louisiana Crawfish Promotion and Research Board. This would include a voice-over roll for commercials, radio, and any other needs for voice over.
- Update of the website (www.crawfish.org) to launch our new logo. Our website is more current, user friendly and connected to our social media platforms. Continue building content of recipes, photos, informational facts, links and current articles. Contribute to the calendar of upcoming events and activities throughout the state needs to be ongoing.
- Create a content calendar to schedule consistent posting to Facebook, Instagram, YouTube and TikTok. Allie, who I have worked with over the past two years, has done a great job but we need more consistent postings to gain more traction. (currently we get 2 posts per month)
- Creative recipe development, paired with beautiful still shots that encourage individuals to easily accomplish these dishes using Louisiana crawfish year-round.
- Frequently share unique experiences with the social media audience. Visiting crawfish farms, retail seafood markets, preparing home meals using crawfish or casually dining out and enjoying a dish - crawfish will always take center stage. We did this with TWILA and I would like to see if we can capitalize on opportunities that are little or no cost to the board.
- Establish partnership with Louisiana Egg Commission, Louisiana Seafood Board and Louisiana Dept of Ag to help cross brand and drive those social media numbers. Including recipes, events, festivals, crawfish boil competitions and fundraisers, new restaurants openings featuring crawfish, reviews, promotional giveaways, etc..
- Create #hashtags that will drive traffic from one platform to the other and increase search engine accuracy to locate desired content. We have started this process, but it needs to continue.

CREATIVE PROMOTIONAL EXPOSURE

- Holly Clegg, “Whisk Away Gastric Cancer” - The board approved a \$500 donation on behalf of your organization, and I will be attending the event. Consideration for this year to provide a crawfish dish or sponsorship in gratitude of her contribution, also generating publicity for the Louisiana Crawfish board. New logo branding to be present would be a great idea.

- Produce nine recipes and still shots for the Crawfish App for their website. It will be available for our use as well.
- As a president of the Baton Rouge Epicurean Society, CrawFete is one of our largest attended fundraisers and revenue generating events. It takes place March 19th at Perkins Rowe. Involvement and sponsorship in this would certainly be encouraged.
- Attending New Orleans Crawfish Festivals – April 28-30, explore opportunities to be involved in some way.
- Participate as a chef judge for competitions, culinary classics and food shows throughout Louisiana. I didn't have the opportunity to take advantage of this over the past crawfish season, but the upcoming year, I would like to make it a priority.
- Work with BREADA and Red Stick Farmers Market to utilize crawfish with locally grown produce in recipes to bridge that "Farm-to-Table" experience and relationship.
- Louisiana Crawfish will be in the forefront of all upcoming opportunities. And any events with proper placement or potential growth would have a tremendous impact and ultimately result in wider exposure and additional revenue.

ADDITIONAL COSTS

Chef Jackets - \$500

Business Cards - \$200

Table Signage - \$500

Stickers - \$300

TOTAL \$1500.00

FILM, PRODUCTION AND MEDIA

The filming, production and editing will fall under Stuart's proposal. Rather than having to outsource the media component. Stuart would also be responsible for all social media postings and platforms – Facebook, Instagram, YouTube and TikTok. We would also work together to create a "posting calendar" to keep organized and consistent postings to our social media accounts.

Suart Poulton, Movee Media, presented a proposal to include graphic design, video production and social media distribution in support of the Louisiana Crawfish Promotion and Research Board. The project duration will be 12 months. The goal of this project will be to increase engagement and total follower count for the client on their Facebook and Instagram Platforms and to also establish the client with a presence on YouTube and Tic Tok.

Deliverables

- A minimum of twelve videos featuring spokesperson Yvette Bonanno. Each video will either feature Yvette cooking with Louisiana Crawfish or a regionally famous chef cooking with Louisiana Crawfish at a noteworthy restaurant across the state of Louisiana . Video durations will be between 1 and 3 minutes. Production events will include still photography to support an accompanying social media campaign.
- A total of 48 social media posts featuring graphical, photographic or video content over the contract duration. Each post will be sized and added to the client's Facebook and Instagram feeds plus YouTube and Tic Tok where appropriate.
- Graphic design services to include the creation of artwork for social media as needed for the promotional effort.
- \$500 of the total budget will be used to boost specific posts as we deem necessary to increase visibility.

Christopher Pope, Louisiana Radio Network, gave a report on the March 2025 digital campaign. He presented a proposal to continue this campaign through April and May 2025.

Avery Davidson, Louisiana Farm Bureau, presented a sponsorship request with This Week in Louisiana Agriculture. Thanks for your continued support of the cooking segment featured on *This Week in Louisiana Agriculture (TWILA)*. Sponsorship for the 2025 broadcast year is \$5,000. Your sponsorship provides pre- and post-segment audio bumpers featuring your logo and the use of crawfish in segments as often as possible (4 use minimum). The broadcast year begins January 1, 2025 and runs through December 31, 2025. Thank you for also sponsoring the broadcast of crawfish prices weekly through crawfish season for \$2,000. From January through at least the first week of June, we'll share consumer crawfish prices for both live and boiled crawfish. On the graphic, we'll place the logo for the Louisiana Crawfish Promotion and Research Board and mention the board at the end of each segment.

MOTION BY: Robert Buller seconded by Greg Faulk to approve the sponsorship of the 2025 FFA Convention for the amount of \$7,500.00. Motion Carried.

MOTION BY: Robert Buller seconded by Ralph Babin to deny the request of Whitespot research project presented by Todd Fontenot, LSU AgCenter. They would like him to attend the next meetings for future research projects. Motion Carried.

MOTION BY: Greg Faulk seconded by Alex Olivier to deny the request to upgrade the website. The Board agreed to discuss this further at the next meeting with Donald Dartez. Motion Carried.

MOTION BY: Robert Buller seconded by Ralph Babin to approve the spokesperson, Yvette Bonanno's, contract through November 2025 for the amount of \$30,000.00. Motion Carried.

MOTION BY: Greg Faulk seconded by Robert Buller to allow Yvette Bonanno an up to reimbursable upon receipts for the amount of \$1,500.00 on promotional items. Motion Carried.

MOTION BY: Ralph Babin seconded by Kip Lastrapes to approve Stuart Poulton, Movee Media video production for the amount of \$31,500.00. Contract will begin April 1 – October 31, 2025. Motion Carried.

MOTION BY: Robert Buller seconded by Alex Olivier to deny the request from Louisiana Radio Network digital media campaign for April and May 2025. Motion Carried.

MOTION BY: Ralph Babin seconded by Greg Faulk to approve the request from Avery Davidson, Louisiana Farm Bureau, TWILA for the amount of \$7,000.00. Motion Carried.

Board Business:

The Board next discussed the crawfish season.

No public comment

The date for the next Board meeting will be Wednesday, August 6th, 2025 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 Greg Faulk to adjourn the meeting. Motion Carried.