**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**JUNE 3rd, 2015**

**USGS NATIONAL WETLANDS RESEARCH CENTER**

**700 CAJUNDOME BLVD.**

**LAFAYETTE, LA**

**Call to Order:**

Ralph Babin, Chairman called the meeting to order at 1:00 P.M.

**Roll Call:**

**MEMBERS PRESENT** **MEMBERS ABSENT**

Ralph Babin Chandra Scarber

Jody Meche Bill Pizzolato

David Savoy Wayne Romig

Greg Faulk Wylie Jewell

Robert Buller

Greg Benhard

Kip Lastraps

Mike Bienvenu

**Declaration of a Quorum:**

Ralph Babin declared the presence of a quorum with 8 members present and 4 member absent.

**Approval of Minutes:**

An amendment to the March 4th, 2015 minutes needed to be made by striking LCFA from the request and motion that Mike Bienvenu made regarding funding.

**MOTION BY**: Jody Meche and seconded by Greg Faulk to approve the minutes as amended presented for the meeting that took place on March 4th, 2015. Motion Carried.

**Collections & Financial Report:**

Ralph Babin called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

**MOTION BY:** David Savoy seconded by Jody Meche to accept the financial report as presented. Motion Carried.

**Promotion & Research:**

Steve Minvielle next spoke to the Board regarding the expansion of the billboard campaign. After discussing this matter, the Board recommended that Mr. Minvielle pursue out of state promotion of Louisiana crawfish similar to the Memphis and San Antonio projects.

**MOTION BY:** Greg Faulk and seconded by Ralph Babin to approve $5,000.00 for expenses for Mr. Minvielle for the expansion of the billboard campaign to promote Louisiana crawfish.

**MOTION BY:** Greg Faulk and seconded by David Savoy to approve a budget not to exceed $50,000.00 for the out of state billboard promotion campaign to promote Louisiana crawfish.

Holly Clegg next presented to the Board her cookbook and cooking show successes. Mrs. Clegg indicated to the Board her desire to do promotional work on behalf of the Board promoting Louisiana crawfish. Mrs. Clegg next discussed with the Board a proposal to serve as the promotional voice on behalf of the Board in promoting Louisiana crawfish. Mrs. Clegg presented several options of promoting Louisiana crawfish which included: Youtube Channel, the Board’s website, and cooking shows featuring Louisiana crawfish.

**MOTION BY:** Greg Benhard and seconded by Jody Meche to fund Holly Clegg’s pilot program for a one year period for up to $40,000.00 upon receipt of a detailed proposal from Holly Clegg at the next Board meeting.

**MOTION BY:** Jody Meche and seconded by David Savoy to approve the sponsorship of the 2015 LSU Ag Magic for $1,500.00. Motion Carried.

The Board next discussed the LCPA-West sponsorship. The Board agreed to table the discussion until the next Board meeting.

**MOTION BY:** David Savoy and seconded by Robert Buller to table the LCPA-West sponsorship until the next Board meeting. Motion Carried.

Jessica Lange presented the idea to create a Facebook page for the Board. This would give the Board more exposure and create more traffic for the Board’s website.

**MOTION BY:** Greg Faulk and seconded by David Savoy to give Jessica Lange the approval to create a Facebook page for the Board. Motion Carried.

**MOTION BY:** Greg Faulk and seconded by Robert Buller to approve the no-cost extension on the automated processing peeling machine crawfish project Phase II contract. The completion date will now be extended from May 31, 2015 to August 31, 2015. Motion Carried.

**No public comment**

**Next Board Meeting Date:**

The date for the next Board meeting will be Wednesday, September 9th, 2015 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Ralph Babin and seconded by Robert Buller to adjourn the meeting. Motion Carried.