

MINUTES

THURSDAY, JANUARY 13, 2011
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
47076 N MORRISON BOULEVARD
HAMMOND, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 9:49 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Conerly.

MEMBERS PRESENT

PAUL ALFORD
LANNY CONERLY
RUSSELL CREEL
ROBERT SHARKEY
SUSIE SHARKEY

MEMBERS ABSENT

DONNIE FISHER
JERRY SIMPSON
COMMISSIONER STRAIN

GMC+ ADVERTISING UPDATE

Randy Reyes of GMC+ Advertising presented four potential concepts for the TV commercial. Two were already presented at the last meeting: "Old MacDonald" and "Energy." Mr. Reyes also presented two new concepts: "Call It A Day" and "Gotta Love It." The Board preferred the script titled, "Gotta Love It" because it shows that dairy farmers love the land and love what they do for a living. Mrs. Susie Sharkey said that she spoke with the Verberne family, and they would be willing to have the commercial shot at their farm. Board members and Mrs. Estay discussed several ideas for the commercial and potential changes to details of the proposed concept.

Mr. Reyes stated that he would like to shoot the entire commercial in one day. He said the film crew could take several shots and then edit them later. Mr. Reyes advised the Board that his agency would work with Mrs. Estay to discuss details of the commercial including what farm would be used and who will speak. Board members agreed that "Milk. You gotta love it." should be the "Super" (words after the farmer talks). Mr. Reyes informed the Board that his agency got three bids for someone to shoot the commercial and said that the one he had recommended at first was the lowest bidder. He showed the Board a sample of the work from the person who will shoot the commercial.

Mr. Reyes also updated the Board on the Radio Disney campaign, which started January 1. The deliverables include the Tri-State Rodeo ticket giveaway, on-air radio messaging, in-

school events, community events and an online website presence. Mr. Reyes said the campaign would include two appearances on Radio Disney's "Kids' Concern Show" and the Board would need to determine who would go on the show. Mr. Reyes suggested that Commissioner Strain make an appearance on the show. Mr. Reyes informed members that there would be six in-school events in which the Board would develop the presentation. Mrs. Estay gave Board members a handout that she received from SUDIA and said she could distribute them at the school events. The Board was in favor of using the handout that was presented. Mrs. Estay said that the Board would also distribute prizes to the children at the events. Mr. Reyes advised the Board that they would need to recommend six schools within a 125 mile radius of New Orleans. Mrs. Sharkey recommended Bowling Green and Oak Forest since there are several dairy farmers in that area. Mr. Reyes said there would be two community events per month. Mr. Reyes proposed a "Frequent Dairy Card" for children to have stamped at events which would encourage them to attend several events. The Board was not in favor of the "Frequent Dairy Card" idea and preferred to have funds dedicated for that to be used for another purpose, such as more radio air-time.

PUBLIC COMMENT

There was no public comment.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

No further comments were made. A motion made by Lanny Conerly and second by Susie Sharkey to adjourn. The motion carried.