TENTATIVE MINUTES (PENDING BOARD APPROVAL) IN-PERSON MEETING OF THE

**LOUISIANA DAIRY INDUSTRY PROMOTION BOARD**

TUESDAY, JUNE 17, 2025

LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

HAMMOND CONFERENCE ROOM

47076 NORTH MORRISON BOULEVARD

HAMMOND, LA 70401

**NOTE: THIS IS TENTATIVE MINUTES FROM THE JUNE 17, 2025 MEETING OF THE LOUISIANA DAIRY INDUSTRY PROMOTION BOARD. A FINAL VERSION OF THESE MINUTES WILL BE MADE AVAILABLE AFTER APPROVAL OF THE BOARD AT ITS NEXT, REGULARLY SCHEDULED MEETING.**

**CALL TO ORDER**

Vice Chairman Michael Shaun Houeye called the meeting to order at 10:22 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**MEMBERS PRESENT MEMBERS ABSENT**

MICHAEL SHAUN HOUEYE TAYLOR TED MILLER

TRACY SHARKEY

HENRY CAPDEBOSCQ

DONNIE SCHILLING

MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**DECLARATION OF A QUORUM**

With five members present, the presence of a quorum was declared by Vice Chairman Houeye.

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Henry Capdeboscq and second by Tracy Sharkey to approve the minutes of the February 19, 2025, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay presented the February-May 2025 financial reports. Copies of which were distributed to each member. She discussed the checking balance for each month. Additionally, she discussed in detail the budgeted expenditures and assessment collections for all referenced months’ financials.

A motion was made by Henry Capdeboscq and second by Donnie Schilling to approve the February-May 2025 financial reports. The motion carried.

Mrs. Estay went over the FY 2025 budget line-item categories with recommendations to adjust certain line items in the current budget – she advised an increase to the Promotional Supply budget from $5000.00 to $7510.00 to cover a t-shirt reorder.

A motion was made by Donnie Schilling to increase the Promotional Supply budget by $2510.00 for a total of $7510.00. Henry Capdeboscq seconded the motion. The motion carried.

**FY 2026 PROPOSED BUDGET**

Mrs. Estay then discussed the proposed FY 26 budget by line-item categories in length with the suggestion to adopt the previous year’s budget with a minor change. She advised that the promotional supplies budget be decreased to $4000.00 due to the large order that was recently purchased, she does not anticipate any large orders for the upcoming year. She advised that if any additional changes need to be made, the budget can be amended at any of the future meetings.

A motion was made by Henry Capdeboscq to reduce the Promotional Supply budget line to $4000.00 for FY 26. Donnie Schilling seconded the motion. The motion carried.

A motion was made by Henry Capdeboscq to approve the FY 26 budget using the FY 25 budget as a base but with the promotional supply budget at $4000.00. Donnie Schilling seconded the motion. The motion carried.

**GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising presented the advertising report. He reviewed the previous reach, impressions, and digital campaign delivery to present successes. Mr. Garrison stated that all advertising done with LAFA grant funds had to have the Certified Farm to Table logo on it and showed the Board the images of the design work done on the sticker sheets. Mr. Garrison also discussed the in-person events where Mrs. Estay participated. He emphasized the impact that promotional efforts have on the community. He discussed that the budget expenditure breakdown would be presented at the next meeting.

**ADVERTISING CONTRACT**

Mrs. Estay advised the board that the advertising contract that is currently held by Garrison Advertising will expire June 30, 2025. She explained that in previous years there was the ability to extend the current contract by 2 years but now a new contract must be established at the end of a contracts term. She distributed copies of a draft contract to the Board members for review. She also advised the Board that if they chose not to enter a contract with Garrison Advertising it could be opened for an RFP for other agencies to send in proposals that could then be voted on.

A motion was made by Henry Capdeboscq to approve the 3-year advertising contract for Garrison Advertising beginning on July 1, 2025. Tracy Sharkey seconded the motion. The motion carried.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

No further comments were made. A motion made by Henry Capdeboscq and seconded by Tracy Sharkey to adjourn. The motion carried and the meeting adjourned at 11:15 a.m.