

MINUTES

THURSDAY, SEPTEMBER 22, 2016
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
VETERANS MEMORIAL AUDITORIUM
BATON ROUGE, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:07 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Sharkey.

MEMBERS PRESENT

MACK BROWN
DONNIE FISHER
KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
JERRY SIMPSON
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD

Mrs. Sharkey welcomed new board member Matt Travis from Kentwood, Louisiana.

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman. Donnie Fisher nominated and Robert Sharkey seconded Susie Sharkey for chairman. A motion made by Jerry Simpson and second by Robert Sharkey for nominations to cease. Susie Sharkey was elected chairman by acclamation.

Mrs. Sharkey opened the floor for nomination for vice-chairman. A motion made by Donnie Fisher and second by Jerry Simpson to keep all other officers the same (Donnie Fisher as vice-chairman). The motion carried.

SUDIA BOARD MEMBER AND DELEGATES

Mrs. Sharkey opened the floor for nominations for SUDIA board member and delegates. A motion made by Kenneth Ray Gill and second by Mack Brown to keep the same SUDIA board member (Susie Sharkey) and delegates (Robert Sharkey and Kenneth Ray Gill) and to have Matt Travis serve as an alternate delegate. The motion carried.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Jerry Simpson to approve the minutes of the June 30, 2016, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the June through August 2016 financial reports. She informed the Board that the Louisiana Department of Agriculture & Forestry's mailing address changed and the forwarding order expired so some processors' assessment checks were sent back. Mrs. Estay said that she called those processors and gave them the correct address for mailing payments in the future. She stated that Harrison Creamery has caught up for the entire year on back assessments.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to approve the June through August 2016 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Steve Helmke of Garrison Advertising presented the advertising report. Mr. Helmke updated the Board on the 2016/2017 campaign including the Dad's & Daughters t-shirts (even better in 2016/2017) and said that Louisiana dairy will receive great exposure with LSU's strong home game schedule. He presented the Washington Parish Free Fair t-shirt options: option 1 – "Dairy Milk Imposters"; option 2 – "A Design for the Election Year"; and option 3 – "An Angrier Looking Trump & Hillary." Mr. Helmke showed board members front pocket design options, both with the "Louisiana Dairy Farmers" logo with one reading "Nature's Energy Drink" and the other "Strong Bodies Drink Milk." He informed them of the t-shirt color choices such as blue, red, green, gold and white.

A motion made by Kenneth Ray Gill and second by Jerry Simpson to have a white t-shirt color with "Strong Bodies Drink Milk" on the front pocket using the cow podium design (option 2 – "The Winning Choice"). The motion carried.

Mr. Helmke presented the in-store stickers that will be on dairy cases in grocery stores across the state, appealing to LSU fans and reminding health conscious shoppers of the benefits

of milk. He showed board members the sticker design that is purple and gold and reads “Strong Bodies Drink Milk” with the “Louisiana Dairy Farmers” and LSU logos. Mr. Helmke stated that the total cost to design, print, ship and distribute signs to 250 grocery stores across the state is \$8,400.00. He recommended rolling out the in-store stickers after the first of the year since health and fitness is a priority at that time and there is a great deal of other advertising done toward the end of the year.

Mr. Helmke presented the 2016/2017 campaign budget which remains under the \$90,000.00 plan with the following budgeted items: \$15,000.00 for t-shirts; \$26,625.00 for the LSU Baseball Junior Announcer sponsorship; \$26,625.00 for LSU Dads & Daughters; \$7,000.00 (estimated) for graphic design, strategy and project management; and \$8,400.00 for grocery store promotional graphics for a total budget of \$83,650.00.

Mr. Helmke stated that he can come back with other ideas at a later date if board members do not like the grocery store promotion idea. Mrs. Estay requested that Mr. Helmke provide data comparing milk sales at the stores before and after the promotion if the Board decides to do it.

A motion made by Donnie Fisher and second by Mack Brown to approve \$8,400.00 for grocery store promotional graphics in the 2016/2017 advertising budget. The motion carried.

SUDIA REPORT

Cheryl Hayn informed board members that she will retire from SUDIA at the end of the year after 30 years of working there. She said that the new general manager that will take over on January 1 is Doug Ackerman. Mr. Ackerman introduced himself to the Board.

Mrs. Hayn and Jennifer Duhon presented the SUDIA report. Mrs. Hayn updated board members on the following: strategic partnerships; McDonald’s innovation having a great catalytic effect; McDonald’s Happy Meal making dairy fun; Domino’s partnerships and programs continuing to expand; The Cheese Lover’s Batmobile; Domino’s video; fluid milk revitalization; fluid milk revitalization partners progressing to developing products for 2017 launch; fluid milk: projected partner accomplishments; Great American Milk Drive – Louisiana; MILK2MYPLATE with New Orleans Food Bank and Brown’s Dairy.

Mrs. Duhon continued the presentation with updates on the following: school health and wellness; growing sales through Fuel Up to Play 60; the Saints loving milk; dairy everywhere in schools; dairy education resources for students, teachers and parents; student athletes loving chocolate milk; Coolers for Coaches; school meetings and events spreading the word; June Dairy Month promotions; nutrition affairs; upcoming nutrition education events; and dairy image and consumer confidence.

Mrs. Hayn finished the presentation with updates on the following: reaching consumers through media; partnering with LDAF; connecting with consumers through video; daily delish video; Southern Living sponsorship; Dedicated to Dairy farm filming; and inspiring consumers

with new dairy recipe books. She informed board members that SUDIA's July financials were included in their packets.

A motion made by Donnie Fisher and second by Jerry Simpson to accept the SUDIA report. The motion carried.

OTHER BUSINESS

Mrs. Estay informed the Board that their audit for the year was completed by the Louisiana Legislative Auditor and not all board members completed their annual ethics training by the end of the year. Mrs. Sharkey wrote a letter in response to the audit finding. Mrs. Estay advised board members that she makes them aware that they need to complete ethics training every year, and they are required by the state to do so. Mrs. Estay informed the Board that their financial disclosure statements are due May 15. LDAF Agro-Consumer Services Assistant Commissioner Benjy Rayburn stated that board members are still required to file this disclosure even if they leave the board that year. Mrs. Estay reiterated that completing annual ethics training and filing a financial disclosure statement are two things that members have to do every year. Mr. Rayburn clarified that there are no provisions in the law for the Board to cite or penalize due to board members not completing their annual ethics training. Mrs. Estay said there is a fine however, for not filing the financial forms. Mrs. Estay said that she will check into having someone come before one of their board meetings to complete their ethics training in the future, but until then they will need to do it online.

Gerald Simmons of Louisiana Dairy Products Association informed the Board that during the last legislative session, the legislature authorized a committee to look into areas to increase financing to the State of Louisiana. He said that those areas and the effect on agriculture and dairy will be known by the end of September, and he will get that information to the Board. Mrs. Sharkey asked Mr. Simmons about the status of the dairy tax credit, and he said that it is unknown at this time.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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