

**MINUTES**

TUESDAY, DECEMBER 13, 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 10:05 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

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Donnie Fisher and second by Mack Brown to approve the minutes of the September 22, 2016, meeting. The motion carried.

**FINANCIAL REPORTS**

Michelle Estay read the September through October 2016 financial reports. She explained that the Louisiana Department of Agriculture & Forestry’s mailing address changed and processors’ assessment checks sent to the old address were being rerouted. Mrs. Estay

informed the Board that she received a check from Southeast Milk yesterday to replace individual ones that were mailed to the old address and not received.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to approve the September through October 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 this year's t-shirt, the LSU Dad's & Daughters program and the no-cost extra promotion of dairy through the partnership with LSU at televised basketball games. He discussed the budget and plans for 2017 including website updates (photos, events and other out of date information on [www.GeauxDairy.com](http://www.GeauxDairy.com)) for an estimated cost of \$1,000.

A motion made by Donnie Fisher and second by Jerry Simpson to allocate \$1,000 for updates to the Board's website. The motion carried.

Donnie Fisher suggested that the Board check into advertising and promotions with other universities in the state like it does with LSU since it is working so well.

A motion made by Donnie Fisher and second by Jerry Simpson to approve Garrison Advertising's report. The motion carried.

### **SUDIA REPORT**

Mrs. Hayn and Jennifer Duhon presented the SUDIA report. Mrs. Duhon updated board members on the following: overall program direction; dairy everywhere in Louisiana schools; programs in 100% of school parishes; growing dairy sales in schools; school milk volume rising 1.9%; Fuel Up to Play 60 impacting; Fuel Up to Play 60 moving more dairy; Coolers for Coaches selling chocolate milk; delivering dairy's message; Superdome hosting 4-H national conference; nutrition affairs; creating powerful partnerships; educating on lactose intolerance; spreading dairy messages in the media; and Dedicated to Dairy.

Mrs. Hayn continued the presentation with updates on the following: connecting with consumers through video; digital ads: November/December 2016; Southern Living sponsorship to promote tailgating with dairy; Robert Sharkey Family Farm playing host to Hollywood production crew what's ahead in 2017; partnerships; Great American Milk Drive; Milk2MyPlate with New Orleans Food Bank and Brown's Dairy; moving dairy on menus; quick service partner locations and traffic; Pizza Hut delivering on a "mash up"; and DMI going global with Pizza Hut and KFC..

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve the SUDIA presentation and financials. The motion carried.

## **OTHER BUSINESS**

Mrs. Sharkey presented awards to Cheryl Hayn for her service to the dairy industry upon her upcoming retirement with SUDIA and Lanny Conerly for his numerous years of service as a Louisiana Dairy Industry Promotion Board member and chairman. Mrs. Hayn and Mr. Conerly both expressed their appreciation.

## **PUBLIC COMMENT**

Gerald Simmons of the Louisiana Dairy Products Association updated board members on issues that will be coming up in the next legislative session which begins April 2017. He said that a bill to allow the sale of raw milk will probably come back up again.

Commissioner Mike Strain DVM joined the meeting in progress and congratulated Cheryl Hayn on her upcoming retirement from SUDIA and Lanny Conerly for his years of service to the Board. He updated board members on several important issues in agriculture including finding a solution to milk pricing stability, Class 6 milk coming to the United States from Canada, raw milk, taxation of agricultural products and the dairy tax credit.

## **ADJOURNMENT**

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