**LOUISIANA DAIRY INDUSTRY PROMOTION BOARD**

WEDNESDAY, FEBRUARY 19, 2025

LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

MANAGEMENT AND FINANCE CONFERENCE ROOM

5825 FLORIDA BOULEVARD, SUITE 1000

BATON ROUGE, LA 70806

**CALL TO ORDER**

Vice-Chairman Michael Shaun Houeye called the meeting to order at 10:20 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Vice-Chairman Houeye.

**MEMBERS PRESENT MEMBERS ABSENT**

MICHAEL SHAUN HOUEYE SUSIE SHARKEY

TRACY SHARKEY HENRY CAPDEBOSCQ

TAYLOR “TED” MILLER DONNIE SCHILLING

KRISTY SALLEY

MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**PUBLIC COMMENT**

No public comment was made.

**APPROVAL OF MINUTES**

A motion made by Taylor “Ted” Miller and second by Tracy Sharkey to approve the minutes of the December 19, 2024, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay read the December and January financial reports. Copies of which were distributed to each member. She discussed the checking balance of $125,002.16; income assessments $6,504.49; Interest $531.81; expenses $16,037.62 for December 2024. Mrs. Estay also discussed the checking balance of $128, 981.09; income assessments $7,720.14: Interest $504.10; expenses $4,245.31 for January 2025.

A motion was made by Tracy Sharkey and seconded by Kristy Salley to approve the December 2024 and January 2025 financial reports. The motion carried.

**GARRISON ADVERTISING REPORT AND PROMOTION BUDGET RECOMENDATIONS**

Gerald Garrison of Garrison Advertising and Brad Bongiovanni presented the advertising report, he discussed the 2024-2025 LAFA Certified Grant budget (budgeted- $10,000.00). Promotional Materials Printing (budgeted- $4,000.00) GIPHY/Social/Digital Animations (budgeted- $4,000.00) Agency and Creative Service (budgeted- $2,000.00). He reviewed previous year’s reach, impressions, and digital campaign delivery to present successes. Mr. Garrison stated that all advertising done with the grant funds must have the Certified Farm to Table logo on it and showed the Board the images. Mrs. Estay stated that the application for LAFA Certified Grant funding had already been approved to include $4,000 for conducting digital banner advertising, but if the Board wanted to amend that activity to conduct the GIPHY/Social/Digital Animations, then she would have to submit an amendment to the LAFA Certified Grant program for approval of the change. The Board discussed the matter and agreed they would like to make the request to amend the grant activity.

A motion was made by Tracy Sharkey and seconded by Kristy Salley to approve the LAFA Certified Grant budget with the GIPHY/Social/Digital Animations replacing the digital banner ads if the requested approval by the LAFA Certified grant program was issued. The motion carried.

Mr. Garrison reviewed the proposed budget breakdown for the 2024-2025 Board regular fund budget that included Social Media Management and Development (budgeted - $21,000.00); On Location Content Captures + Editing/Post Production of (3) videos (budgeted - $6,000.00); Dairy Product Guide (budgeted - $3,500.00); La Cooking Magazine Ad (budgeted - $1,000.00); Promotional Materials (budget - $10,500.00); Agency Services (budgeted - $8,000.00) for a total of $50,000.00 budgeted for the year. He discussed the details of the new recommendations for 2025 activities. He recommended on-site event engagement & content capture, Educational & updated materials, Social Media Video Contest, Educational Dairy “Product” guide, and Digital social media Stickers. He reviewed what the “Product” guide would include and stated the Board could collaborate on the content included. He then reviewed the Animated GIPHY concept that would create original stickers to promote Dairy concepts. The Board discussed the number of social media posts and the number per week included in the proposed budget. It was noted by Mr. Miller that three a week may be over saturating, that maybe two a week would be better. Mrs. Estay asked the agency how that reduction in number would change the proposed budget for that activity. Mr. Bongiovanni discussed the numbers and presented that two posts per week for a total of 32 posts between March and June could be conducted with a budget of $14,000.

Mr. Garrison and Mr. Bongiovanni also discussed that they thought it would be beneficial to start conducting promotional activities continuously throughout the year instead of mainly conducting them between March and June as has been done in the past. Mr. Bongiovanni expressed this would keep a continuous messaging presence. The Board was open to the suggestion. Mrs. Estay stated that it could be done, the Board would just have to vote in the June meeting to approve a FY 25/26 budget and approve the activities to be conducted at the June meeting so that work could begin in the new physical year starting in July. Mrs. Estay informed Mr. Garrison and Mr. Bongiovanni they would need to have their promotional activity ideas as well as their proposed budget for those activities ready for the June meeting to put it to vote for the continuous schedule to be possible.

Mrs. Estay remined the Board that they had not made a decision on the $50,000 regular budget and asked for feedback on the presentation regarding how the budget was to be used. The Board discussed that they liked the new ideas but wanted to make sure the budget was appropriate for content and materials received. The Board discussed that they liked the direction of the FY 2024-2025 budget with the discussed budget category change of reducing the Social Media Management and Development cost from $21,000 to $14,000 for a total of at least 32 posts and could revisit if additional funds needed to be budgeted at the next meeting.

A motion was made to approve the budget as presented with the modification of reducing the Social Media Management and Development by $7,000 making the new regular budget $43,000.00 by Taylor “Ted” Miller and seconded by Tracy Sharkey. The motion carried.

Mr. Garrison also advised that in the contract they are allowed to have a budget of up to $70,000.00. The approved regular budget of $50,000 is under this amount so if the Board would like to visit an increase they could. The Board did not discuss an increase. Mr. Garrison and Mr. Bongiovanni presented an additional proposal for spending $3,000.00 on Social Media Boosting & Promotion. The Board discussed and agreed that they would like to budget $2,000.00 for this additional category.

A motion was made to approve an additional $2,000.00 for Social Media Boosting by Taylor Miller and seconded by Tracy Sharkey. The motion carried.

**OTHER BUSINESS**

There was no other business.

**PUBLIC COMMENT**

LDAF attorney Bethany Gonzales reminded the board that because it is a new year they will need to make sure to complete the Ethics and Sexual Harassment training before the end of the year. Mrs. Estay stated that they also needed to complete their Financial Disclosure reporting by May 15, 2025. She would send them a reminder because there are penalties for not filing on time. No other public comment was made.

**ADJOURNMENT**

No further comments were made. A motion made by Tracy Sharkey and second by Kristy Salley to adjourn. The motion carried and the meeting adjourned at 12:12 p.m.