

**MINUTES**

THURSDAY, MARCH 21, 2019  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
47076 N MORRISON BOULEVARD  
CONFERENCE ROOM  
HAMMOND, LA

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 9:43 a.m. Chairman Sharkey welcomed new member John Ingraffia who took Kenneth Ray Gill’s place on the Board.

**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  
JOHN INGRAFFIA  
ROBERT SHARKEY  
SUSIE SHARKEY  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

MATT TRAVIS

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Robert Sharkey and second by Mack Brown to approve the minutes of the December 10, 2018, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay read the August 2018 through January 2019 financial reports. She stated that the Board made the first payment to LSU for the Dads & Daughters and Baseball Junior Announcer programs in the amount of \$25,000 which is half of the total due. Mrs. Estay explained that this payment will show up on the February financial reports. Chairman Sharkey

inquired about the service charge for the Board's bank account. Mrs. Estay explained that the bank LDAF uses pays interest, but there is a service charge.

Mrs. Estay informed board members that \$8,175 is currently budgeted for promotional supplies this fiscal year. She stated that the Board paid for the t-shirts directly instead of Garrison Advertising paying for them and \$13,718.55 has been expended in this budget category to date; therefore, the budget for promotional supplies needs to be increased to include the t-shirts. Mrs. Estay reminded the Board that grant related promotional supplies would also show from this budget category.

A motion made by Mack Brown and second by Robert Sharkey to increase the budget for promotional supplies to \$22,000 to account for paying for the t-shirts directly. The motion carried.

A motion made by Mack Brown and second by Robert Sharkey to approve the August 2018 through January 2019 financial reports. The motion carried.

### **GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising introduced staff members Stuart Feigley, Alex Biggs and Allie Doise. Mr. Garrison updated board members on ongoing campaign activities including LSU Dads & Daughters and LSU Baseball Junior Announcer. He presented the 2018/2019 campaign budget from past meeting that includes t-shirts - \$15,750; LSU Baseball Junior Announcer coordination - \$1,625; LSU Dads & Daughters coordination - \$1,625; graphic design, strategy, project management - \$4,500 est.; and website and social media updates - \$1,500 for a total of \$25,000. Mrs. Estay reminded board members that the Board paid for the t-shirts directly so that should not be included in Garrison Advertising's budget going forward.

Mr. Garrison presented the 2019 dairy grant budget that includes outdoor media - \$20,000; creative services - \$3,000; and agency services - \$5,000 for a total of \$28,000. Mr. Sharkey inquired about the grant, and Mrs. Estay explained that it is a grant from the Louisiana Agricultural Finance Authority (LAFA) and all advertising that is paid for with these funds must include the Certified Farm to Table logo. Mrs. Estay stated that about \$25,000 of these dollars would need to be reflected under the Advertising budget category to reflect the extra expenditures related to the grant award. Mr. Garrison showed board members options for the outdoor billboards including "Strong Bodies Drink Milk"; "Milk Gets You Mooooooving"; and "Udderly Delicious. Udderly Nutritious." Board members were in favor of the black and white "Strong Bodies Drink Milk" billboard with it being edited to include a cow so consumers know it is dairy milk. Mrs. Estay stated that she will email the final updated version of the billboard to board members for review.

A motion made by John Ingraffia and second by Mack Brown to approve the proposed budget changes related to the dairy grant being \$30,000. The motion carried.

Mrs. Estay advised the Board that there is an extra \$2,000 in the dairy grant budget that Garrison Advertising did not include in their presentation. She informed them of an advertising opportunity with television station WDSU in which the Board could sponsor the morning weather and a child who submitted a coloring page would be picked. Mrs. Estay said that the station wants a three-month commitment, but the Board only has funding for one month. She said that when the weather and the winner are announced, a statement will be made that it is sponsored by the Board and a tag phrase will be included. Mrs. Estay stated that the Audubon Zoo provides tickets to the winner, and the Board could put a promotional basket together. She informed board members that this promotion would be every Monday through Friday for one month. Mrs. Estay advised the Board that it could offer WDSU \$2,000 to do this sponsorship for one month trial and if this cannot happen, put that money toward an additional billboard/media promotions.

A motion made by Mack Brown and second by John Ingraffia to offer WDSU \$2,000 for a one-month sponsorship, but if the offer is not accepted, use the money for one more billboard/media promotions. The motion carried.

Mrs. Estay informed board members that she recently took the fiberglass milking cow to Hammond Eastside Magnet School and spoke to seventh and eighth graders about dairy. She stated that she will be going to Ag Wonders in the Amite Arena soon to bring the milking cow and speak to elementary school children about dairy. Mrs. Estay said that there were almost 1,000 children there last year at the event.

Mrs. Estay stated that the Board received an offer to have an ad in the New Orleans Saints program. She explained that it would cost \$6,000 for a two-page spread. Mrs. Estay said that the Board can vote on it in July, but a commitment is needed. She said that grant money can be used to fund this which is for the 2019 football season. Board members were in favor of advertising in the New Orleans Saints program.

### **DAIRY MAX REPORT**

Alyson Kirchner of Dairy Max introduced herself to the Board. She presented the Dairy Max report with updates on the following: their purpose; school marketing fast facts; youth wellness strategy; and territory snapshot.

Jennifer Duhon of Dairy Max continued the presentation with updates on the following: Eat, Move, Grow Summit; summer feeding; Louisiana Breakfast Challenge; #FUELGREATNESS pep rally; Saints partnership; programming; health and wellness; and other upcoming events. She informed board members that the financial reports are in their folders.

Chairman Sharkey inquired about Dairy Days in June, and Mrs. Duhon confirmed that she will attend.

Mr. Ingraffia asked about what could be done to make sure that schools are keeping the milk cold. Mrs. Duhon explained that there is a program called Strive for 35 to ensure that milk in schools is kept at the proper temperature.

### **OTHER BUSINESS**

Mrs. Estay informed the Board that she received the form to participate in the Farm Bureau Convention to present the dairy report in June.

Mrs. Estay reminded board members that they must file the Louisiana Ethics form Tier 2.1 Personal Financial Disclosure Statement by May 15 and included a copy of it in their packets. She stated that the online ethics training course must be completed by the end of December.

### **PUBLIC COMMENT**

There was no public comment.

### **ADJOURNMENT**

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