

MINUTES

MONDAY, MARCH 27, 2017
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 10:28 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
KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve the minutes of the December 13, 2016, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the November 2016 through February 2017 financial reports. Mack Brown asked if all processors have been paying the assessment. Mrs. Estay explained that one processor did not pay at all in 2016. She said that she spoke to someone at the company recently regarding the unpaid assessments and was informed that a different person is handling them, who would be asked to contact Mrs. Estay about this issue. Mrs. Estay advised the Board that she has not yet heard back from anyone at the company.

Mrs. Estay informed board members that a check from Borden for September 2016 is missing, but is most likely due to the change of mailing address for assessment payments. She stated that she has contacted Borden to find out the status of this missing payment.

Mrs. Estay advised the Board that the state has lost eight dairies since last year and assessments are going down. She stated that the Board decreased its budget last June, but will still go in the hole this fiscal year. Mrs. Estay said that the Board currently has a net loss of approximately \$30,000 for this fiscal year. She explained that most of the advertising has been paid, and the Board will receive more assessments. Mrs. Estay informed board members that \$13,000 is left in Garrison's advertising budget, the SUDIA contract lasts through the end of the year and all other expenses have been paid for the year. She stated that there are approximately 109 dairy farms, and some farms have reduced their herd.

Mrs. Estay explained that the Board is facing two issues: what to do with current spending to alleviate going into the red (\$13,000 remaining for advertising) and what to do going forward with all advertising and promotions. She informed board members that a RFP would need to be done for local advertising. Mrs. Estay stated that the SUDIA contract will end in December and the Board will need to decide whether or not to contract with SUDIA again or to possibly reduce the amount paid to them. Board members expressed that there are several factors negatively impacting Louisiana's dairy industry, leading to a decline in assessments received, and they expect this trend to continue. Mrs. Sharkey recommended that the Board keep the \$13,000 in remaining advertising money budgeted for this fiscal year. Mrs. Estay said that she informed absent board members of the budget situation and the Board can discuss what to do going forward for the next fiscal year at the next meeting.

A motion made by Mack Brown and second by Kenneth Ray Gill to not spend the remaining \$13,000 budgeted for advertising. The motion carried.

A motion made by Mack Brown and second by Matt Travis to approve the November 2016 through February 2017 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Steve Helmke of Garrison Advertising presented the advertising report. Mr. Helmke updated the Board on recent campaign activities including LSU Dad's & Daughters and LSU Baseball Junior Announcer and said that updates to the GeauxDairy.com site are in progress. He discussed additional marketing opportunities for 2017 through June including sponsorships with McNeese State and Louisiana Tech. Mr. Helmke reviewed the 2016/2017 campaign budget. He stated that the programs with LSU have been good advertising for the Board, aligning with its goals, promoting active lifestyles and being the biggest brand in the state.

A motion made by Kenneth Ray Gill and second by Mack Brown to approve Garrison Advertising's report. The motion carried.

SUDIA REPORT

Molly Szymanski and Jennifer Duhon of SUDIA presented the 2016 Louisiana Program Report. Mrs. Duhon updated board members on the following: FUTP 60 program growing; dairy everywhere in Louisiana schools; Saints; LSU partnership; key local partnerships around the state; more dairy messages in the media; dairy advocate trainings; and fueling Louisiana athletes.

Mrs. Szymanski continued the presentation with updates on the following: The Great American Milk Drive continuing with key retailers in 2017; MILK2MYPLATE; celebrating Ag Week; Dedicated to Dairy; 2017 Dairy Checkoff leadership; 2017 SUDIA directors by state; the power of partnership; and the budget.

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

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Mack Brown and second by Kenneth Ray Gill to adjourn. The motion carried.