

MINUTES

TUESDAY, MARCH 30, 2021
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
TELECONFERENCE/ZOOM - <https://us02web.zoom.us/j/83927382527>
TELEPHONE - DIAL: 636-651-3181, 877-873-8017 (US TOLL FREE)
CONFERENCE CODE: 745198

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:02 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

SHAUN HOUEYE
TED MILLER
SUSIE SHARKEY
DARRELL SINAGRA
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

RANDY MORELL
ROBERT SHARKEY
CHARLES WAGNER

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Darrell Sinagra and second by Shaun Houeye to approve the minutes of the December 29, 2020, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the November 2020 through February 2021 financial reports.

A motion made by Shaun Houeye and second by Ted Miller to approve the November 2020 through February 2021 financial reports. The motion carried.

Mrs. Estay informed the Board that she sent a final notice email to the producer/creamery that has not paid their assessment for several years back, stating that it would be turned over to legal and an auditor would be sent unless they contact her regarding the situation. She said that the company responded to her with an email Friday stating that they had some changes in their business, and things were not handled the way they should have been. Mrs. Estay stated that she now has contact with one of the in-laws who is going to help the mother-in-law with the business. She said that this individual contacted her yesterday and stated that she calculated the 2016, 2017 and 2018 back assessments and would provide the 2019 and 2020 information this morning, so they will be catching up and paying in full for those past years.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising introduced Alex Biggs and Carrie Boesch who contributed to the advertising report. Alex Biggs updated board members on social media including the number of new likes to the page since March 1, 2021, the number of impressions, the number of engagements and the number of published posts. She also provided updates on the status of the website.

Mr. Garrison updated the Board on outdoor advertising, stating that the billboard vinyls were printed last year, stored and will be going back up this year. He informed board members that the vinyls are 14' x 48' and said that some locations have already been secured while others are being looked into. Mr. Garrison stated that there are a total of four billboards. He reminded the Board that two funding sources would be used to purchase the billboards, one that would fund them April through May and another that would supplement June, combining both the Board's funds and the Certified Grant money.

Darrell Sinagra asked Mr. Garrison if he had looked into any billboards between Hammond and the Mississippi state line since so many people go that way when traveling to the Alabama and Florida beaches. Mr. Garrison requested feedback from Mr. Sinagra regarding the best place for a billboard to be in that area, and Mr. Sinagra suggested between Covington and Slidell. Mrs. Estay confirmed that the Board has had billboards there in the past. She inquired about having a fifth billboard location, and Mr. Garrison stated that he can have a 14' x 48' vinyl printed for about \$700.00. Mrs. Estay stated that there were discussions in the past about having a billboard in North Louisiana in the area where Ted Miller lives. Mr. Miller suggested the best location in that area would be in the I-20 corridor, either around Shreveport or Monroe. Mr. Garrison stated that if the funding were available, another billboard could be added for approximately \$1,000.00 per month with a cost of \$700.00 to print the vinyl which would allow the Board to cover both North Louisiana and South Louisiana.

Sean Houeye asked Mr. Garrison about the pros and cons of digital billboards. Mr. Garrison said that they catch your attention, but you are only on there for about eight to nine seconds and you have to rotate with other advertisers. He stated that a digital billboard would still be more expensive than a permanent fixed location even after factoring in the cost of printing the vinyl. Mr. Garrison confirmed that he is going to look into getting billboard locations on I-20 and the I-12 corridor in the Slidell/Covington area.

Ted Miller inquired where the funding would come from if the Board decides to purchase a fifth billboard. Mrs. Estay stated that the Board would have to vote to increase the budget. She said the Board currently has \$113,000.00 in the bank. Mrs. Estay explained that the Board used to have a savings account, but the state did away with it and the money had to be put into checking. She informed board members that the current budget is \$65,000.00 (\$50,000.00 of Board funding and \$15,000.00 of grant funding). Mrs. Estay stated that if the Board would like an additional billboard, they just need to vote to do so. She said that the Board would be under budget in certain categories such as travel, postage and miscellaneous interest, but reminded board members that assessments will be less than they have been in the past. Mrs. Estay explained that the Board will spend \$50,000.00 of the \$113,000.00, but the \$15,000.00 spent for the grant will be reimbursed.

A motion made by Ted Miller and second by Darrell Sinagra to increase the budget by \$2,000.00 to add an additional billboard. The motion carried.

Mrs. Estay stated that at the last meeting there were discussions about contacting a chef to do a recipe blog that could be added to the website and also social media. She informed the Board that she contacted Chef Celeste who would be able to do it for \$600.00 per video. Mrs. Estay said the Board also has the option of farmers filming videos themselves with the Department's in-house videographer editing them. She explained that a third option that has come to her attention is having Tanya Crowe, the new Miss Louisiana who is also a dairy farmer's daughter, do a blog of recipes. Mrs. Estay requested feedback from the Board. Darrell Sinagra and Shaun Houeye recommended that the Board pursue working with Tanya Crowe then others. Mrs. Estay stated that she will send a letter to all dairy farmers letting them know of the opportunity of filming cooking videos to submit. She said that the Board can consider working with Chef Celeste and responses from farmers, and Chef Celeste has expressed that the price of the videos is negotiable; she would check.

Mrs. Estay informed board members that Ted Miller sent a wonderful, professional video about getting to know your farmer that could be shortened to put on the Board's website. She stated that she will notify all the farmers to see if they would like to do a video like that. Mrs. Estay said that she was also sent a video of the Duncan's farm near Angie that can be added to the website.

Mrs. Estay asked Mr. Garrison if he had additional updates, and he mentioned the newspaper ad the Board will be able to have. Mrs. Estay explained that LDAF's Certified Louisiana program will be putting an insert into the Advocate and contacted the Board for some logos to put in it. She stated that the person in charge of it will allow the Board to put in an ad at no cost to the Board. Mrs. Estay informed board members that Mr. Garrison is working on transforming the ad that was used for the Saints program to be used in the insert that will run in May.

A motion made by Michelle Estay and second by Darrell Sinagra to approve the Garrison Advertising report. The motion carried.

DAIRY MAX REPORT

Jennifer Duhon presented the Dairy MAX report. She updated board members on the following: school marketing; youth wellness strategy; Black and Gold Ticket Contest; partnership with the Saints; partnership with Cam Jordan; Fuel Up to Play 60 (FUTP60) - 2020 recap; dairy optimization - 2020 recap; grant updates; health and wellness; 2020 health and wellness impact; HWAC in Louisiana; working with our healthcare professionals - LAND; working with our healthcare professionals - LAFP; 13 essential nutrients; upcoming HW events; business development; increasing cold storage capacity at food pantries; presentation at LSU's University Food Pantry Summit; 2021 TEFAP catalog now including fluid milk; and financials (financial snapshot - 2020 and financial - Q1).

Mrs. Duhon informed board members that Dairy MAX staff member Candace Bell will be working with her in Louisiana. Ms. Bell introduced herself to the Board.

A motion made by Shaun Houeye and second by Ted Miller to adopt the Dairy MAX report. The motion carried.

OTHER BUSINESS

Mrs. Estay informed the Board that the shirts for members that can be worn to speaking engagements have come in. She requested that board members let her know their shirt sizes, and she will mail the shirts to them. Board members then provided shirt sizes to Mrs. Estay.

Mrs. Estay stated that she plans to bring the Board's fiberglass milking cow, Lucy Anna, to schools once they open back up, which will probably be in the fall. She suggested having a farmer attend these events for the children to be able to meet.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Ted Miller and second by Darrell Sinagra to adjourn. The motion carried.