

MINUTES

TUESDAY, JUNE 26, 2018
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 9:48 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

MEMBERS ABSENT

MACK BROWN
KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
JERRY SIMPSON
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

Mrs. Estay informed board members that Donnie Fisher sold out and is no longer eligible to be on the Board. She stated that the Board will have to get new nominees for that position and that she will notify the nominating groups.

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 March 20, 2018, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay explained that there were discrepancies in the November 2017 through January 2018 financial reports. She said that payments from Lone Star were deposited, but noted to cover the wrong month, always being one month off. Mrs. Estay stated that the financial reports for those months were corrected.

A motion made by Jerry Simpson and second by Matt Travis to approve the November 2017 through January 2018 financials as amended. The motion carried.

Mrs. Estay informed the Board that line item categories in the budget would need to be increased to allow for the approved extra expenditures associated with the \$30,000.00 Certified Louisiana Program Promotional Grant. She reviewed the expenses on the Dairy Grant Budget 2018 handout including the trailer - \$3,246.00; trailer wrap - \$2,735.70; signage - \$1,396.77; agency fees - up to \$5,000.00; cow - \$9,435.00; promotional giveaways - \$4,831.39; and web educational activity book - \$2,939.44 for an expected total of \$29,584.30. Mrs. Estay stated that advertising expense would need to be increased from \$75,000.00 to \$80,000.00, and promotional supplies would need to be increased from \$8,175.00 to \$33,000.00 for the FY '18 budget.

A motion made by Mack Brown and second by Jerry Simpson to increase advertising expense from \$75,000.00 to \$80,000.00 and promotional supplies from \$8,175.00 to \$33,000.00 in the FY '18 budget to allow for the additional expenditures that will be reimbursed by grant funding received. The motion carried.

Mrs. Estay stated that the contract with Garrison Advertising currently only allows him to bill for services up to \$25,000.00 per year. She explained that with the grant funding this year, Mr. Garrison has \$5,000.00 in extra charges for artwork so this year's budget needs to be increased to allow for payment of this work.

A motion made by Robert Sharkey and second by Kenneth Ray Gill to amend the Garrison Advertising contract to read, "The total sum payable under this contract for any one year period cannot exceed \$30,000.00 dollars." The motion carried.

Michelle Estay read the February through May 2018 financial reports.

A motion made by Robert Sharkey and second by Kenneth Ray Gill to approve the February through May 2018 financial reports. The motion carried.

FY 2019 PROPOSED BUDGET

Mrs. Estay recommended keeping this year's budget for FY 2019, with advertising expense being \$75,000.00 and promotional supplies \$8,175.00, the levels before the recent increase due to grant funding received. Dr. Charles Hutchison stated that the funding budgeted

for Dairy Days was decreased from \$2,000.00 to \$1,000.00, and requested that the funding be restored to \$2,000.00.

A motion made by Mack Brown and second by Kenneth Ray Gill to increase the funding budgeted for Dairy Days to \$2,000.00 for FY 2019. The motion carried.

A motion made by Mack Brown and second by Matt Travis to approve the FY 2019 budget as discussed. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Garrison updated the Board on recent campaign activities including marketing partnership (LSU intellectual property rights, LSU Dads and Daughters and Baseball Junior Announcer); Dads and Daughters Program (logo recognition, events, public address announcements, electronic media and GeauxMail); Junior Announcer Program (public address announcements, internet and promotional items); additional benefits (signage and digital billboards); and budget update (t-shirts - \$15,750.00, LSU Baseball Junior Announcer Sponsorship Coordination - \$1,625.00, LSU Dads and Daughters sponsorship coordination - \$1,625.00, graphic design, strategy, project management - \$4,500.00 est., and website and social media updates - \$1,500.00) for a total of \$25,000.00. He stated that the year-to-date spending (excluding May-June expenses) is \$18,062.81 and balance 6/26/18 (excluding May-June expenses) is \$6,937.19.

Mr. Garrison reviewed the dairy board grant, stating that their 2018 working budget is \$5,000.00, with year-to-date spending (excluding May and June expenses) at \$1,200.00 and a remaining balance of \$3,800.00. He explained that grant funding was used for consumer outreach to purchase the fiberglass milking cow Lucy Anna, a trailer, tent, dairy product feather flags, informational signage, and promotional items.

Mr. Garrison updated board members on the geauxdairy.com website.

A motion made by Matt Travis and second by Kenneth Ray Gill to accept the Garrison Advertising report. The motion carried.

THE DAIRY ALLIANCE REPORT

Jennifer Duhon and Molly Szymanski presented The Dairy Alliance report. Mrs. Duhon updated board members on the following: school health and wellness; FUTP 60 state student ambassador; “Dairy is SO Good!”; Saints; “mooving” milk with summer meals; nutrition education and partner outreach.

Mrs. Szymanski continued the presentation with updates on the following: food and nutrition outreach; regional work with restaurant chains; kids meal and milk promotions; communications; crisis communication; request for contract services; and the May financial for Louisiana.

A motion made by Robert Sharkey and second by Kenneth Ray Gill to accept The Dairy Alliance report. The motion carried.

Mrs. Syzmanski asked if the Board had any questions regarding the Dairy Alliance's interest to re-contract for services for next year. There was discussion regarding checking into Board options for next year and the status of The Dairy Alliance leadership. The Board discussed visiting the issue at the next meeting.

OTHER BUSINESS

Mr. Garrison stated that the Board needs to make a decision on continuing the Dads and Daughters and Junior Announcer projects with LSU. He informed board members that there would be no increase in price. Mr. Garrison said that the Board would be allowed to bring the new fiberglass milking cow Lucy Anna to some of these events.

A motion made by Kenneth Ray Gill and second by Jerry Simpson to continue the Dads and Daughters and Junior Announcer projects with LSU. The motion carried.

Mrs. Estay informed the Board that The Dairy Alliance contract ends in December, and the contract renewal along with considering other promotional options would definitely need to be discussed at the next meeting.

PUBLIC COMMENT

Gerald Simmons of the Louisiana Dairy Products Association updated board members on the recent regular and special legislative sessions. He also updated the Board on the raw milk issue.

ADJOURNMENT

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