

MINUTES

TUESDAY, SEPTEMBER 18, 2018
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 9:18 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
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

MATT TRAVIS

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman. Robert Sharkey nominated and Kenneth Ray Gill seconded Susie Sharkey for chairman. A motion made by Mack Brown and second by Kenneth Ray Gill to close the nominations. The motion carried and Susie Sharkey was elected chairman by acclamation.

Mrs. Sharkey opened the floor for nominations for vice-chairman. Susie Sharkey nominated and Robert Sharkey seconded Kenneth Ray Gill for vice-chairman. A motion made by Mack Brown and second by Robert Sharkey to close the nominations. The motion carried and Kenneth Ray Gill was elected vice-chairman by acclamation.

ELECTION OF THE DAIRY ALLIANCE BOARD MEMBER AND DELEGATE

Mrs. Sharkey opened the floor for nominations for The Dairy Alliance board member. Robert Sharkey nominated and Kenneth Ray Gill seconded Susie Sharkey for The Dairy

Alliance board member. With no further nominations coming forward, Susie Sharkey was elected The Dairy Alliance board member by acclamation.

Mrs. Estay inquired if the Board would have The Dairy Alliance delegates this year. Molly Szymanski of The Dairy Alliance recommended voting to elect one delegate to attend the annual meeting.

Mrs. Sharkey opened the floor for nominations for The Dairy Alliance delegate. Kenneth Ray Gill nominated and Susie Sharkey seconded Robert Sharkey for The Dairy Alliance delegate. With no further nominations coming forward, Robert Sharkey was elected The Dairy Alliance delegate by acclamation.

PUBLIC COMMENT

Mike Konkle of Dairy MAX introduced himself and Marty McKinzie to the Board.

DAIRY MAX PRESENTATION

Mike Konkle of Dairy MAX informed board members of their interest in providing services for the Board. He informed board members about the organization including the mission; vision; their values; checkoff organizations; Dairy MAX funders; Dairy MAX board of directors; Dairy MAX board tenure; Dairy MAX board member locations; Dairy MAX team locations; Dairy MAX team - top 10 media markets; Dairy MAX team - largest school districts; Dairy MAX organization chart; CEO direct reports; strategic areas of work; program area overviews; business development; partners; consumer confidence; programs; and health and wellness. Marty McKinzie continued the presentation, informing the Board about industry image and relations; partners; programs; school marketing; and projects. Mr. Konkle stated that he wanted to clarify that at least one Louisiana staff person would be assigned to work in Louisiana if they contract with the Board.

APPROVAL OF MINUTES

A motion made by Kenneth Ray Gill and second by Robert Sharkey to approve the minutes of the June 26, 2018, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the June 2018 financial reports.

Mrs. Sharkey inquired about assessments to the Board. Mrs. Estay explained that one company is late on assessments and national is trying to collect from them as well. Mrs. Estay stated that she sent a letter and email to the company. She said that she received a return email from a family member and their interest in taking care of it. Mrs. Estay sent a form to the company for use in paying their assessments.

Mrs. Estay read the July 2018 financial reports.

A motion made by Mack Brown and second by Kenneth Ray Gill to approve the June and July 2018 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Garrison updated the Board on upcoming campaign activities including LSU Dads and Daughters (t-shirts; event at soccer game; exposure in web postings, emails and social media; and radio), LSU Baseball Junior Announcer (signage; LSUSports.net; and promotional items) and additional promotion for Louisiana Dairy on scoreboards for all major events at the PMAC and LSU baseball games.

Mr. Garrison presented ideas for the 2018 Washington Parish Fair t-shirt including “Making Mooves - LSU Football” (previous design), “May the Milk Be with You” and “Cow-aoke - Roll Me, Mama, Like a Cheddar Wheel.” Mrs. Estay stated that the Board could also use the previous design with a LSU theme, “Milk. It’s Why Cats Are King of the Jungle.” Mr. Garrison explained that the design could be on the front or the back of the t-shirt, and board members were in favor of it being on the back. Mrs. Estay mentioned other t-shirt ideas. Board members were in favor of using the “Making Mooves - LSU Football” design again or a football variation. Mrs. Estay said that a gold shirt could be used this time and the colors on the t-shirt could be reversed to purple.

Mr. Garrison gave a budget update for the 2018/2019 campaign budget (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.

A motion made by Mack Brown and second by Robert Sharkey to accept the Garrison Advertising report. The motion carried.

THE DAIRY ALLIANCE REPORT

Molly Szymanski began presenting The Dairy Alliance report.

Mississippi dairy farmer Mike Ferguson spoke to the Board about the history of The Dairy Alliance and Dairy MAX.

Jennifer Duhon updated board members on the following: school health and wellness; FUTP 60 state student ambassador; Dairy Everywhere; Saints partnership; Saints FUTP 60 game; moving milk with dairy grants; Let’s Celebrate World School Milk Day; and partnership outreach.

Mrs. Szymanski continued the presentation with updates on the following: food and nutrition outreach; LSU AgCenter; Eat Together Eat Better with Real Dairy Campaign; Tulane Culinary Medicine Program; Arby's Coke float moves dairy; regional work with restaurant chains; communications; real dairy campaign; and request for contract services, stating they could do a one-year contract, amend the current contract or do a contract for multiple years. She reviewed The Dairy Alliance financial reports, explaining how the Board's payments are applied.

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

FY 18-19 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Mrs. Estay informed the Board that the proposal to apply for Certified Louisiana Program Promotional Grant funding is due in October. She advised board members that they need to vote to allow her to apply for and handle the administration details of this funding.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to allow Director Michelle Estay to apply for and handle the administration details of the grant. The motion carried.

OTHER BUSINESS

Mrs. Sharkey informed the Board about the Shriners Fall Fest in Baton Rouge on November 10 that will focus on Louisiana agriculture. She stated that the Board was asked to participate with \$200.00 or \$250.00 to have a booth at the event.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to give \$200.00 to Shriners for the Fall Fest. The motion carried.

Mrs. Estay went over current invoices and said that the Board will have a booth again this year at the Washington Parish Fair and Ag Expo in North Louisiana. She said that the Board will pay the LSU AgCenter for Dairy Education Day in Bossier Parish.

Mrs. Estay informed the Board that Tiger Rag magazine presented a proposal for advertising in three issues with extra ads on their webpage, podcast and social media over the course of three months for a total of \$3,750.00. Board members were not in favor advertising with Tiger Rag magazine.

Mrs. Estay stated that when the Board contracted with The Dairy Alliance in the past, sole source letters were provided and established. She explained that now two companies are interested in the contract so the Board may need to issue a request for proposals (RFP) for the services. Mrs. Estay said that once the proposals are submitted, there will need to be a meeting for them to be voted on and to contract.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to issue, if needed, a request for proposals (RFP) for services at 50% of assessments and have Director Michelle Estay handle the administrative details involved. The motion carried.

PUBLIC COMMENT

Mike Ferguson stated that The Dairy Alliance would want a three or one year contract. Mrs. Estay advised him that any contract will be for a one year contract with the option to renew.

ADJOURNMENT

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