

MINUTES

MONDAY, DECEMBER 10, 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 11:00 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
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

Mrs. Estay informed the Board that North Louisiana board member positions are currently vacant. She stated that she contacted Lone Star and Farm Bureau for new nominations in this area, and Farm Bureau has already submitted theirs.

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 September 18, 2018, meeting. The motion carried.

DAIRY MAX CONTRACTING

Mrs. Estay informed board members of the handout “Dairy MAX Proposal for Louisiana Programing” which they were given a copy of and will be included in the contract that outlines what Dairy MAX is going to do and the programs they will have. She stated that at the last meeting, the Board voted to do an RFP if needed, but The Dairy Alliance pulled out and said they would not pursue working in Louisiana; therefore, the Board did not have but one company to implement the Unified Marketing Plan in the state making Dairy MAX the sole source. Mrs. Estay discussed the programs that Dairy MAX would be responsible for including school marketing; health and wellness; corporate communications and consumer confidence; business development; and industry image and relations/issues and crisis. She said that they have committed to having at least one full-time employee in the state to continue these programs in the schools and have spoken to Jennifer Duhon about working with them. Mrs. Estay suggested executing a one-year contract with the option to renew for two additional years if the Board wants to pursue contracting with Dairy MAX as a sole source.

Mrs. Sharkey informed board members that Louisiana would not have a seat on the Dairy MAX Board. Mrs. Estay explained that there is a current freeze due to a merging and Louisiana would have a seat on the Board after a year. She said that they were still invited to attend the meetings until that time. Robert Sharkey asked Mrs. Estay if she felt comfortable contracting with Dairy MAX, and she confirmed that she did. Mrs. Estay reiterated that the contract is only for one year which will allow the Board to monitor their performance and decide whether or not to renew. Mrs. Sharkey asked Jennifer Duhon for her thoughts on contracting with Dairy MAX. Mrs. Duhon stated that she believes it will be a great opportunity for Louisiana and will result in better representation. Mrs. Duhon said, if the Board decides to contract with them, that she would go to Dallas in January to show Dairy MAX all that is being done in Louisiana, and for them to determine where an extra person might be needed. Mrs. Estay stated that Dairy MAX spends money in states based on population and not the money given to them by the state.

Mack Brown stated that he wants to ensure Dairy MAX will have an employee in Louisiana and asked Mrs. Duhon for her thoughts on it. Mrs. Duhon said that she wants to stay working in the dairy industry, and she believes that Dairy MAX plans on keeping her if the Board decides on securing their services. Mrs. Estay explained that Dairy MAX cannot discuss details of Mrs. Duhon’s employment such as salary until there is a contract. Matt Travis inquired if the contract could be broken if Mrs. Duhon is not hired. Mrs. Estay stated that Dairy MAX will have a full-time staffer which will be required in the contract whether it is Mrs. Duhon or someone else. Mrs. Duhon informed the Board that she is still employed by The Dairy Alliance through December 31.

A motion made by Kenneth Ray Gill and second by Mack Brown to contract with Dairy MAX as a sole source for one year with an option to renew for two years at a rate of fifty percent of the assessments. The motion carried.

OTHER BUSINESS

Jennifer Duhon of The Dairy Alliance reviewed a handout that highlights their activities from September to present. She said that The Dairy Alliance also partnered with the LSU AgCenter for AgMagic in Alexandria. Mrs. Duhon said that the Fuel Up to Play 60 - Saints promotional items will be kept, and she brought bags and shirts to show what items are remaining. She reviewed The Dairy Alliance financials through October.

Mrs. Sharkey asked for an update on taking the fiberglass milking cow to a school in Ponchatoula, and Mrs. Estay said it was very successful, reaching over 500 children. She informed board members that pictures from this event were posted on the Board's Facebook page.

Mrs. Estay said that she met with Gerald Garrison of Garrison Advertising last week to discuss advertising the Board will be doing this year. She informed board members that the Board will receive \$30,000 from the Certified Louisiana grant, and they will have to come up with a plan on how to spend it which can be done the first of the year. Mrs. Estay stated that she will attend Ag Expo in West Monroe in mid-January on behalf of the Board to give out cartons of donated milk. Mrs. Sharkey asked if board members could attend this event, and Mrs. Estay advised that they can go to any events that the Board attends and may need to vote to increase the travel budget if they plan on doing so.

PUBLIC COMMENT

Matt Travis inquired about who furnishes funding for Dairy Days. Mrs. Estay explained that the LSU AgCenter staffs the event along with other volunteers, some money is donated and the Board provides funding. Mr. Travis said that the food ran out at the last event. Mrs. Estay stated that the Board had previously decreased the budget for Dairy Days to \$1,000 based on information provided by the organizers, but recently voted to increase it to \$2,000 which is what it will be for the upcoming Dairy Day in 2019.

ADJOURNMENT

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