**MINUTES**

MONDAY, December 10, 2012, 5:00 PM

Louisiana Strawberry Marketing Board Meeting

47076 North Morrison Boulevard

Hammond, Louisiana

**CALL TO ORDER**

The meeting was called to order by Chairman Chris Olah.

**ROLL CALL**

The roll was called by Paul Blair, Strawberry Marketing Board Director.

Members present: Commissioner Mike Strain, William Fletcher, Eric Morrow, Mark Liuzza, Kevin Liuzza, Heather Robertson, and Chris Olah.

Members absent: Lucy Mike, Dr. Regina Bracy, Rhonda Poche’, and Donald Lanier.

Mr. Blair declared a quorum.

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

**Motion:** Mr. Olah made a motion to approve the minutes from the July 12, 2012, board meeting. Mr. Morrow seconded the motion and it was passed.

**OLD BUSINESS**

Mr. Blair gave the board an update on the Strawberry Marketing Board budget.

**Motion:** Mr. Olah made a motion to accept the budget. Mr. Fletcher seconded the motion and it passed unanimously.

**NEW BUSINESS**

Commissioner Strain gave an update on the proposals for research and marketing.

Mr. Blair reported he was working on a federal specialty crop grant to get approximately $40,000 for 2014 promotion of strawberries. Commissioner Strain elaborated on how the grant would help on the promotion of strawberries through public broadcasting, billboards, etc.

Mr. Blair introduced an e-mail from “The Taste of the South” wanting to know if the board would consider putting a strawberry advertisement in their magazine.

Steve Lechich, Louisiana Network, provided the board with a spreadsheet and gave his presentation to consider maintaining their contract with Louisiana Network.

Nick Gagliano, Gagliano Group, gave his presentation to the board to consider his agency for promoting strawberries.

Commissioner Strain played a four-minute commercial for the board to give them an example of how the “Cooking Up Louisiana Treasures” cooking show advertises products starting from the farm to the table.

Mr. Blair introduced a letter from the Future Farmers of America requesting the board to sponsor their association.

**Motion:** Mr. Olah made a motion to allocate strawberry assessment money as follows:

$16,050 Gagliano Group, $8,000 Louisiana Network, $500 Future Farmers of America, $600 Capitol egg breakfast, and $1,500 “Cooking up Louisiana Treasures.” Motion was seconded by Mr. Morrow and passed unanimously.

**Motion:** Commissioner Strain stated as the moneys come in, they can allocate up to $3,500 for website design, implementation, and update through the Gagliano Group. Mr. Fletcher made a motion to accept this proposal. Motion was seconded by Mr. Morrow and passed by the board.

**PUBLIC COMMENT**

There was no public comment.

**Motion:** Commissioner Strain made a motion to adjourn. Motion was seconded by Mr. Olah. All were in favor. The meeting was adjourned.