

MINUTES
IN-PERSON MEETING OF THE
LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, JANUARY 13, 2026, 5:30 P.M.
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
HAMMOND CONFERENCE ROOM
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA 70401

CALL TO ORDER

Chairman Eric Morrow called the meeting to order at 5:34 p.m.

ROLL CALL AND DECLARATION OF QUORUM

Strawberry Marketing Board Director Rebecca Riecke called the roll.

MEMBERS PRESENT

RUEBEN AUTER
MATTHEW CARONA
DR. CHRISTINE COKER
TREY HARRIS (JOINED MEETING AT 5:37 P.M.)
NATALIE FAUST JONES
BRIDGET ARCENEUX LOGAN (JOINED MEETING AT 5:40 P.M.)
ERIC MORROW
HEATHER ROBERTSON
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

KEVIN LIUZZA
MARK LIUZZA

With seven members present, a quorum was declared by Ms. Riecke. Trey Harris and Bridget Arceneaux Logan joined the meeting after roll call.

PUBLIC COMMENT

Ms. Riecke reminded board members to identify themselves for the record when making motions or seconding motions.

APPROVAL OF SEPTEMBER 16, 2025, MINUTES

A motion was made by Dr. Christine Coker and seconded by Natalie Faust Jones to approve the minutes of the September 16, 2025, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through December 2025 financial reports, copies of which were distributed to each member.

A motion was made by Rueben Auter and seconded by Heather Robertson to approve the September through December 2025 financial reports. The motion carried.

2025 SPECIALTY CROP BLOCK GRANT

Ms. Riecke updated the Board on the 2025 Specialty Crop Block Grant. She explained that the Board passed a resolution allowing her to prepare and execute any proposals and contracts as necessary to seek funding from LDAF through this grant for Louisiana strawberries. Ms. Riecke informed board members that the Board was awarded funding for the “Ask for Louisiana Strawberries’ Influencer Marketing Campaign,” a three-year project in the amount of \$41,760.00. She reviewed the project’s objectives and outcome measure and stated that a fully executed copy of the contract between the Board and LDAF for the 2025 Specialty Crop Block Grant funding was included in their meeting packet. Ms. Riecke stated that Mr. Garrison would provide more details about the project in his advertising report.

GARRISON ADVERTISING REPORT AND 2026 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report, copies of which were distributed to each member. He explained the marketing proposal and budget for the 2026 campaign. Mr. Garrison also reviewed the 2025-2026 LAFA Certified Grant budget and Specialty Crop Block Grant 2026/27/28 Influencer Campaign. He informed board members of promotional and educational events that the Board participated in over the past year.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to approve Garrison Advertising’s 2026 marketing proposal and budget. The motion carried.

PUBLIC COMMENT

There was no public comment.

ANNOUNCEMENTS

Ms. Riecke informed board members that she set up a booth at the Farm to School Conference in October last year, handing out Jazzy coloring and activity books and playing Jazzy videos to make participants aware of the strawberry educational items available for children.

Ms. Riecke reminded board members to complete the Tier 2.1 Personal Financial Disclosure by May 15, the prevention of sexual harassment training by October 31, and the ethics training online by December 31 and stated that she will remind them when these deadlines are approaching.

Ms. Riecke informed board members that the next board meeting is scheduled for September 15, 2026.

Rueben Auter, Chairman of the Ponchatoula Strawberry Festival, informed the Board of upcoming events including the Strawberry Ball on February 28, poster reveal on March 19, Strawberry Day in the Park on March 28, and the festival April 10-12.

ADJOURNMENT

No further comments were made.

A motion was made by Dr. Christine Coker and seconded by Heather Robertson to adjourn. The motion carried, and the meeting adjourned at 6:17 p.m.