

LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, SEPTEMBER 24, 2024
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 5:50 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Ms. Riecke.

MEMBERS PRESENT

DR. GLEN GENTRY
NATALIE FAUST JONES
BRIDGET ARCENEUX LOGAN
ERIC MORROW
HEATHER ROBERTSON
REBECCA RIECKE (DESIGNEE FOR
COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

TREY HARRIS
KEVIN LIUZZA
MARK LIUZZA
TRISTEN MILLER
RHONDA POCHE

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Eric Morrow opened the floor for nominations for chairman.

Heather Robertson nominated, and Natalie Faust Jones seconded Eric Morrow for chairman.

A motion was made by Heather Roberston and seconded by Natalie Faust Jones to close the nominations for chairman. With no further nominations coming forward, the motion carried, and Eric Morrow was elected chairman with a unanimous vote.

Eric Morrow opened the floor for nominations for vice-chairman.

Eric Morrow nominated, and Heather Robertson seconded Natalie Faust Jones for vice-chairman.

A motion was made by Heather Robertson and seconded by Eric Morrow to close the nominations for vice-chairman. With no further nominations coming forward, the motion carried, and Natalie Faust Jones was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion was made by Heather Robertson and seconded by Bridget Arceneaux Logan to approve the minutes of the January 23, 2024, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2024 and July through August 2024 financial reports, copies of which were distributed to each member.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to approve the fiscal year 2024 and July through August 2024 financial reports. The motion carried.

PROPOSED RULE CHANGE-ADA/OPEN MEETINGS

LDAF General Counsel Amy McInnis informed board members that some rules will be promulgated that may affect the Board, but no formal vote is needed by the Board since the rulemaking authority is vested in the Commissioner. She stated that these rules will be added to the Board's body of rules.

Mrs. McInnis explained that Act 393, which the legislature passed last year, would require that all boards and commissions allow a person with an ADA-recognized disability, including board members, the ability to participate in the meeting remotely via electronic means and would also require that rules are passed to give the Board guidelines for this process. She stated that Section 1927 would require a mechanism to be in place within the Board's rules for anyone to be able to request that the Board interpret any of their rules, explaining what they mean. Mrs. McInnis informed board members of a law requiring all boards to have a mechanism in place within the Board's rules for members of the public to request that the Board adopt new rules or amend or repeal their current rules.

FY 2025 PROPOSED BUDGET

Ms. Riecke presented the fiscal year 2025 proposed budget with the estimated income of \$31,500.00 in strawberry assessments and \$10,000.00 in grant income from the Certified Louisiana Program Promotional Grant for a total of \$41,500.00. She reviewed budget category expenses including \$28,900.00 for advertising; \$850.00 for legislative egg breakfasts table/chair rental; \$500.00 for Louisiana FFA Association – State Proficiency Award; \$10,000.00 for

Certified Louisiana Program Promotional Grant expenses; and \$1,250.00 for the Louisiana Strawberry Preserve Society documentary for a total of \$41,500.00.

Brandy Miller with the Louisiana Strawberry Preserve Society updated board members on the Louisiana strawberry industry documentary that the Board voted to allocate funds to last fiscal year. She presented video clips of the documentary to the Board.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to approve the fiscal year 2025 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report, copies of which were distributed to each member. Mr. Garrison reviewed the budget breakdown for the 2024 campaign that included radio (budget - \$4,500.00, YTD spent \$4,792.50); billboards (budget - \$21,300.00, YTD spent - \$19,472.08); and agency account support services (budget - \$2,850.00, YTD spent - \$3,875.00) for a total of \$28,650.00 budgeted and \$28,139.58 spent. He discussed the four-week statewide radio campaign and billboards, explaining that bonus time was afforded to the Board since some billboards remained up past the purchased date.

Mr. Garrison discussed the 2024 LAFA Certified grant spending that included social & web video (budget - \$7,000.00, YTD spent - \$7,000.00); promotional items (budget - \$2,000.00, YTD spent - \$1,971.69); and a magazine ad (budget - \$1,000.00, YTD spent - \$1,000.00) for a total of \$10,000.00 budgeted and \$9,971.69 spent. He discussed the impressions and reach of the video ads and social media content as well as the magazine ad.

Mr. Garrison presented the 2024 Specialty Crop budget consisting of the spring 2024 digital campaign which included connected television (CTV) (budget - \$5,550.00, YTD spent - \$5,550.00); cross device pre-roll, A25-54 and grocery shoppers (budget - \$4,200.00, YTD spent - \$4,200.00); programmatic audio – targeting grocery shoppers (budget - \$6,375.00, YTD spent - \$6,375.00); full device, mobile interstitials, F25-54 and grocery shoppers behavior targeting (budget - \$4,800.00, YTD spent - \$4,800.00); value added – BT high impact and standard display, F25-54 with grocery shopping intent and grocery store visitors (budget - \$0.00, YTD spent - \$0.00); and agency services and coordination (budget - \$3,353.00; YTD spent - \$3,270.00) for a total of \$24,278.00 budgeted and \$24,195.00 spent. He reviewed the digital Specialty Crop campaign delivery, breaking down the results by connected television (CTV); video – cross-device pre-roll; programmatic audio; and display mobile-interstitial.

ADVERTISING CONTRACT

Ms. Riecke advised the Board that the current contract with Garrison Advertising will end December 31, 2024. She informed board members that there is a clause in the contract that allows for an extension of the contract for up to two years if the Board chooses. Ms. Riecke inquired if board members had any questions or feedback regarding the contract extension.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to renew the contract with Garrison & Associates Advertising for consulting services to administer the Board's advertising, promotion, and public relations program for two additional years. The motion carried.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to authorize Director Rebecca Riecke to approve the details of the contract renewal with Garrison & Associates Advertising on behalf of the Board. The motion carried.

FY 24-25 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Ms. Riecke informed the Board that it can apply to receive \$10,000.00 in grant funding from the Certified Louisiana Program Promotional Grant again this year. She explained expenses that are eligible under the program guidelines. Ms. Riecke reviewed how the funds were used last year including web expenses - \$7,000.00 (broken down between web video - \$4,500.00 and social media - \$2,500.00); promotional items - \$2,000.00; and a magazine ad - \$1,000.00 for a total budget of \$10,000.00, each category including agency advertising fees.

Ms. Riecke requested feedback from the Board regarding advertising with the current grant. Board members were in favor of using the grant funding for the same categories and amounts as the previous year. Ms. Riecke informed the Board that the Jazzy coloring and activity books have been requested by multiple organizations for children and suggested ordering more of them when purchasing promotional items.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to approve the director to apply for FY 2024-2025 Certified Louisiana Program Promotional Grant funding for the following: web expenses - \$7,000.00; promotional items - \$2,000.00; and a magazine ad - \$1,000.00. The motion carried.

PUBLIC COMMENT

There was no public comment.

ANNOUNCEMENTS

Ms. Riecke informed board members that the Strawberry Marketing Board will be an exhibitor at the Farm to School Conference on October 2, 2024, at the Pennington Biomedical Research Center Conference Center in Baton Rouge and provide samples of the Jazzy coloring and activity books to make participants aware of the strawberry educational items available.

Ms. Riecke reminded board members to complete the ethics training by December 31 this year.

Ms. Riecke informed the Board that LDAF requested future possible meeting dates for 2025. She suggested the preliminary meeting dates for 2025 as January 14 and September 16, and board members did not have any conflicts they knew of at that time.

ADJOURNMENT

No further comments were made.

A motion was made by Heather Robertson and seconded by Natalie Faust Jones to adjourn. The motion carried.