

TENTATIVE MINUTES (PENDING BOARD APPROVAL)

IN-PERSON MEETING OF THE

LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, SEPTEMBER 15, 2026, 5:30 P.M.
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
HAMMOND CONFERENCE ROOM
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA 70401

NOTE: THESE ARE TENTATIVE MINUTES FROM THE SEPTEMBER 15, 2026, MEETING OF THE LOUISIANA STRAWBERRY MARKETING BOARD. A FINAL VERSION OF THESE MINUTES WILL BE MADE AVAILABLE AFTER APPROVAL OF THE BOARD AT ITS NEXT, REGULARLY SCHEDULED MEETING.

CALL TO ORDER

Chairman Eric Morrow called the meeting to order at 5:36 p.m.

ROLL CALL AND DECLARATION OF QUORUM

Strawberry Marketing Board Director Rebecca Riecke called the roll.

MEMBERS PRESENT

DR. CHRISTINE COKER
TREY HARRIS
KEVIN LIUZZA
MARK LIUZZA
BRIDGET ARCENEUX LOGAN
ERIC MORROW
BAILEY BARKER TAILLON
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

NATALIE FAUST JONES
HEATHER ROBERTSON

With eight members present, a quorum was declared by Ms. Riecke.

PUBLIC COMMENT

There was no public comment.

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Eric Morrow opened the floor for nominations for chairman.

Trey Harris nominated, and Mark Liuzza seconded Eric Morrow for chairman.

A motion was made by Trey Harris and seconded by Mark Liuzza 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.

Trey Harris nominated, and Dr. Christine Coker seconded Bridget Arceneaux Logan for vice-chairman.

A motion was made by Dr. Christine Coker and seconded by Trey Harris to close the nominations for vice-chairman. With no further nominations coming forward, the motion carried, and Bridget Arceneaux Logan was elected vice-chairman with a unanimous vote.

APPROVAL OF JANUARY 13, 2026, MINUTES

A motion was made by Dr. Christine Coker and seconded by Trey Harris to approve the minutes of the January 13, 2026, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2026 and July through August 2026 financial reports, copies of which were distributed to each member.

A motion was made by Kevin Liuzza and seconded by Trey Harris to approve the fiscal year 2026 and July through August 2026 financial reports. The motion carried.

Trey Harris requested that Ms. Riecke inquire about changing the checking account to a money market account to earn interest, and she confirmed that she would.

FY 2027 PROPOSED BUDGET

Ms. Riecke presented the fiscal year 2027 proposed budget to the Board, copies of which were provided to each member.

A motion was made by Dr. Christine Coker and seconded by Mark Liuzza to approve the fiscal year 2027 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Brad Bongiovanni and Jenna Burke presented the Garrison Advertising report, copies of which were distributed to each member. Updates included results of the 2026 advertising campaign and plans for upcoming advertising.

ADVERTISING CONTRACT

Ms. Riecke informed board members that the current contract with Garrison & Associates Advertising for advertising, promotion, and public relations ends December 31, 2026. She stated that the Board would need to vote to continue contracting with Garrison & Associates Advertising if they wish to do so.

A motion was made by Kevin Liuzza and seconded by Mark Liuzza to enter into a contract with Garrison & Associates Advertising for consulting services to administer the Board's advertising, promotion, and public relations program beginning January 1, 2027, for a period of three years and an amount not to exceed \$80,000.00 per year. The motion carried.

A motion was made by Dr. Christine Coker and seconded by Bridget Arceneaux Logan to authorize Director Rebecca Riecke to approve the details of the contract with Garrison & Associates Advertising on behalf of the Board. The motion carried.

FY 2027 CERTIFIED LOUISIANA PROGRAM PROMOTIONAL GRANT

Ms. Riecke informed board members that the Board will receive funding from the Certified Louisiana Program Promotional Grant this fiscal year in the amount of \$5,000.00. She explained that grant applications were due September 11, so she submitted the application to use the funding for the same purpose that the Board approved the previous year which was web expenses (online web video).

A motion was made by Bailey Barker Taillon and seconded by Bridget Arceneaux Logan to approve the Board's application for FY 2027 Certified Louisiana Program Promotional Grant funding for web expenses (online web video) in the amount of \$5,000.00. 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 again this year on October 28 in Baton Rouge, providing samples of the Jazzy coloring and activity books to make participants aware of the strawberry educational items available.

Ms. Riecke reminded board members that they must complete the prevention of sexual harassment training and stated that she will email the information to them when it becomes available. She stated that board members must also complete ethics training online by December 31 this year.

Ms. Riecke informed the Board that the tentative meeting dates for 2027 are January 12 and September 14. She advised board members that she would contact them prior to the meetings to confirm their availability.

ADJOURNMENT

No further comments were made.

A motion was made by Mark Liuzza and seconded by Trey Harris to adjourn. The motion carried, and the meeting adjourned at 6:15 p.m.

TENTATIVE MINUTES