

MINUTES

TUESDAY, JANUARY 22, 2019
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:31 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

WILLIAM FLETCHER
DR. CHARLIE HUTCHISON (JOINED AFTER ROLL CALL)
KEVIN LIUZZA
MARK LIUZZA
ERIC MORROW
HEATHER ROBERTSON
COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

STACEY MILLER

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Kevin Liuzza and second by Commissioner Mike Strain to approve the minutes of the September 20, 2018, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the August through December 2018 financial reports. She informed the Board of account balances, assessment collections and expenses. Ms. Riecke asked if there were any questions regarding the financials, and there were none.

A motion made by Heather Robertson and second by Mark Liuzza to approve the August through December 2018 financial reports. The motion carried.

GARRISON ADVERTISING REPORT AND 2019 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report. He went over strategy approach for 2019. Mr. Garrison updated board members on the proposed Board assessment dollars budget for 2019 advertising including radio-\$4,030.00, billboards-\$22,000.00, and agency account support services-\$2,770.00 for a total of \$28,800.00. Chairman Fletcher stated he thought the billboards should go up quickly. Mrs. Robertson said that berries are ready, and they are going to have a large amount of them this year. All members present agreed and instructed Mr. Garrison to have the billboards up as soon as possible when the locations become available. Mr. Garrison stated that he would.

Ms. Riecke reminded the Board about the Certified Louisiana grant program dollars the Board received that was discussed previously. Mr. Garrison updated the Board on last year's use of the grant dollars and how they were spent. He discussed the 2019 Certified Louisiana grant dollars available and how he proposed that the Board utilize the \$30,000.00 for advertising. Mr. Garrison went over the plan of using TV commercials-\$20,000.00, digital presence-\$5,000.00 and promotional item purchases-\$5,000.00, with prices including agency services and digital creative/coordination. Stuart Feigley explained the digital ads opportunity and the process of targeted promotions and measuring. Chairman Fletcher asked if targeted digital ads would be just an ad or a clickable video. Mr. Feigley stated that they would be an image ad that, when clicked, would take the viewer to the Board website. He stated that, additionally, when they have had the chance to monitor the usage and the demographic history, they may want to utilize that information to use video messaging in future years. Ms. Riecke reminded Mr. Garrison and Mr. Feigley to add the Certified Louisiana Farm to Table logo to all ads and printed materials purchased with these funds.

Mr. Garrison proceeded to update the Board on the proposed budget and advertising plan for the Specialty Crop grant project funds that were awarded for the Strawberry Education project including an animated video-\$10,000.00, coloring/activity book with printing-\$3,000.00, brochure-\$530.00, signage-\$1,200.00, and on-site food samplings-\$1,000.00 (\$1,750.00 if additional funding is obtained) which would be utilized to reach the public and school-age consumers (agency fee, graphic design and vendor coordination-\$8,450.00). Mr. Garrison discussed the plan for the video which is an animated strawberry that would creatively discuss nutrition, recipes, cleaning and storage. He stated that he spoke with Sancel Productions that has worked on many projects like this, and they would create the strawberry character, design and produce the video and create the coloring book imaging. Mr. Garrison said that the Board would own and copyright it, and an original song would also be created specific to Louisiana's style. He presented the Board with a draft of the strawberry character. Board members discussed ideas for the character and suggestions.

Ms. Riecke stated that the Board would need to vote to adopt Mr. Garrison's proposal for the advertising plan utilizing the regular assessment funding dollars he presented and the

Specialty Crop grant funded advertising. She reminded the Board that they had already approved the budget plan for the Certified Louisiana grant dollars.

A motion made by Heather Robertson and second by Kevin Liuzza to approve Garrison Advertising's marketing proposal for the 2019 regular budget. The motion carried.

A motion made by Mark Liuzza and second by Kevin Liuzza to enter into a contract with Sanczel Productions for the writing and production of an educational short animated film, coloring/activity book and children's book for the total amount of \$11,200.00 with half being paid after 50% of the work is completed with Specialty Crop grant budget funding. The motion carried.

A motion made by Heather Robertson and second by Kevin Liuzza to authorize Director Rebecca Riecke to approve the details of the contract with Sanczel Productions on behalf of the Board. The motion carried.

Commissioner Strain asked what kind of theme was being considered for the video. Mr. Garrison stated he was looking for their input and suggestions, but thought the concept should highlight Louisiana jazz, food, Mardi Gras, etc., and board members agreed.

OTHER BUSINESS

Ms. Riecke informed the Board of member vacancies and the current number of seats that are assigned to the Board. She stated that it has been difficult to find individuals to fill seats, especially the chemical dealer position. Chairman Fletcher questioned if they could reduce seats. Commissioner Strain stated that legislation would have to be introduced to reduce the number of board seats.

A motion made by Mark Liuzza and second by Kevin Liuzza to resolve that the Board ask Commissioner Strain to pursue legislation requesting a reduction of the number of board members from twelve to eleven, eliminating the seat designated for a chemical dealer, representative or consultant with knowledge of the strawberry industry due to the inability to find someone to serve in that capacity. The motion carried.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Eric Morrow and second by Heather Robertson to adjourn. The motion carried.