

MINUTES

TUESDAY, JANUARY 26, 2021
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
TELECONFERENCE/ZOOM:

<https://us02web.zoom.us/j/81485353076?pwd=a01MbVhMUUZxRzhwMnRYNjlsVnF6dz09>

PASSWORD: 651612

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CONFERENCE CODE: 714696

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:33 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
TREY HARRIS
DR. CHARLIE HUTCHISON
KEVIN LIUZZA (JOINED AFTER ROLL CALL)
MARK LIUZZA
SHELLEY MATHERNE
COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

ERIC MORROW
HEATHER ROBERTSON

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Shelley Matherne and second by Trey Harris to approve the minutes of the September 29, 2020, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through December 2020 financial reports. She informed the Board of account balances, income and expenses. Ms. Riecke asked if there were any questions regarding the financials, and there were none.

A motion made by Shelley Matherne and second by Trey Harris to approve the September through December 2020 financial reports. The motion carried.

DELEGATION OF AUTHORITY - RESOLUTION REGARDING SEXUAL HARASSMENT PREVENTION

LDAF attorney Baleigh Olah Henderson explained the resolution for the delegation of authority regarding sexual harassment. She stated that by statute, all state employees must complete sexual harassment training. Mrs. Henderson said that a board and commission member is considered a public servant which is a state employee. Ms. Riecke confirmed that all board members completed sexual harassment training for 2020. Mrs. Henderson informed board members that the delegation of authority allows LDAF to be the backdrop if any issues arise. She explained that the Board would vote to give LDAF the authority to take over.

Ms. Riecke stated that she emailed a copy of the resolution to all board members for their review. Mr. Fletcher inquired if anything would be different from the training board members already completed in 2020, and Mrs. Henderson said that it should be the same in 2021. Mrs. Henderson stated that the delegation of authority is what the Board would be approving to adopt the policies of LDAF. Commissioner Strain explained that each agency has to develop a policy on sexual harassment that applies to all public servants and the legislature passed a law for that purpose.

A motion made by Kevin Liuzza and second by Mark Liuzza to approve the “Resolution for Delegation of Authority by the Louisiana Strawberry Marketing Board Relative to the Prevention of Sexual Harassment.” The motion carried.

GARRISON ADVERTISING REPORT AND 2021 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report. He explained the 2021 guiding strategy. Mr. Garrison reviewed the budget breakdown for the 2021 campaign consisting of radio (budget - \$4,030.00); billboards (budget - \$22,000.00); and agency account support services (budget - \$2,770.00) for a total of \$28,800.00 budgeted.

Mr. Garrison played the 30-second radio spot featuring Commissioner Strain. Mr. Garrison reviewed the 2021 four-week statewide radio campaign with Louisiana Radio Network that promotes the Board’s radio message across the state and the billboard campaign which maintains the current ad designs, creating familiarity with Louisiana strawberries as a “brand.” He informed the Board that five of the vinyls for the billboards could be reused from last year and one would need to be replaced due to it being damaged in bad weather. Commissioner Strain stated that during strawberry season, he will remind listeners to pick Louisiana

strawberries on his morning radio broadcast. He informed board members that he does this broadcast five days a week on 35 stations which will get another 175 hits per week and have no cost to the Board. Mr. Garrison said that he is able to monitor the results of the advertising efforts including hits to the website. Commissioner Strain stated that more Specialty Crop Block Grant money will be pursued this year. He explained that the CARES Act allocated \$100 million across the United States, and we want to get as much funding as possible for promotion.

A motion made by Shelley Matherne and second by Commissioner Strain to approve Garrison Advertising's marketing proposal for the 2021 regular budget. The motion carried.

Mr. Garrison updated the Board on the 2021 LAFA Certified Louisiana grant budget including cable television (budget - \$5,000.00); digital ads (budget - \$5,000.00); and promotional items (budget - \$5,000.00) for a total of \$15,000.00 budgeted with agency compensation included. He stated that all advertising with this funding would include the Certified logo. Mr. Garrison reviewed the television spot and digital ads. He discussed promotional items that may be given away on an as-needed basis. Ms. Riecke asked for feedback from board members for promotional items. Commissioner Strain suggested ordering red facemasks that could have the Certified logo on one side and strawberries on the other. Mrs. Matherne suggested ordering hand sanitizers which could be attached to bags.

Mr. Garrison proceeded to update the Board on the three-year Specialty Crop grant budget. He informed board members that the Board is in the third year of the grant and \$7,305.04 is the total amount left. Mr. Garrison stated that possible future plans are to sponsor children's ag activities with the LSU AgCenter to assist in survey collection that is required for the grant. He said this would be a good option because it is still hard for anyone to get inside schools.

2021 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Ms. Riecke discussed the 2021 Certified Louisiana Program Promotional Grant in the amount of \$15,000.00 which the Board received. She stated that Mr. Garrison explained the breakdown of grant expenditures in his presentation, consisting of television advertising, digital ads and t-shirts and giveaway items. Ms. Riecke informed the Board that it needs to vote to spend the funds since the grant became available after the previous meeting, and the expenditures would then be reimbursed by LDAF.

A motion made by Shelley Matherne and second by Mark Liuzza to allocate \$15,000.00 for 2021 Certified Louisiana Program Promotional Grant expenditures for the following which will be reimbursed to the Board by LDAF: cable television advertising; digital ads; and t-shirts and giveaway items, each in the amount of \$5,000.00 including agency advertising fees. The motion carried.

2021 SPECIALTY CROP BLOCK GRANT SUBMISSION

Ms. Riecke stated that the 2018 Specialty Crop Block Grant that the Board currently has ends August 15 of this year. She said there will be a 2021 Specialty Crop Block Grant that the Board may apply for which is due in the spring. Ms. Riecke stated that the project will most likely have to be educational due to it being difficult to get Specialty Crop Block Grant funding for promotional purposes because of the requirement of documenting specific sales numbers. She informed the Board that a resolution is needed for the board director to apply for Specialty Crop Block Grant funding and once the resolution is adopted, it will be submitted with the grant proposal.

Commissioner Strain stated that he is looking into seeing how Specialty Crop Block Grant funding could still be used for promotional work. He explained that USA Rice received a significant amount of money for promotional work in which one major city was specifically targeted and the uptick in the amount of consumption was documented with surveys. Commissioner Strain said that he will see what can be done that will be an acceptable metric for promotion.

A motion made by Shelley Matherne and second by Kevin Liuzza to approve the director to apply for 2021 Specialty Crop Block Grant funding and submit a proposal that would enhance the Louisiana strawberry industry. The motion carried.

Ms. Riecke read a resolution which would allow her to apply for the 2021 Specialty Crop Block Grant on behalf of the Board.

A motion made by Shelley Matherne and second by Mark Liuzza to adopt a resolution authorizing Director Rebecca Riecke to prepare and execute any proposals and contracts necessary to seek funding from LDAF through the 2021 Specialty Crop Block Grant for Louisiana strawberries and for that authority to continue until revocation from the Board. The motion carried.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Shelley Matherne and second by Trey Harris to adjourn. The motion carried.