

MINUTES

TUESDAY, JANUARY 31, 2023
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 5:30 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
MARK LIUZZA
SHELLEY MATHERNE
ERIC MORROW
HEATHER ROBERTSON
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

LARRY BYERS
TREY HARRIS
NATALIE FAUST JONES
KEVIN LIUZZA

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion was made by Eric Morrow and seconded by Shelley Matherne to approve the minutes of the September 20, 2022, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through December 2022 financial reports, copies of which were distributed to each member.

A motion was made by Eric Morrow and seconded by Mark Liuzza to approve the September through December 2022 financial reports. The motion carried.

CONSIDERATION OF OUTSTANDING LATE FEES-CAPITOL CITY PRODUCE

Ms. Riecke explained that Capitol City Produce wrote a letter to the Board requesting the waiver of assessment late fees. Ms. Riecke read the letter which explained the reason that the assessments were paid late.

A motion was made by Heather Robertson and seconded by Eric Morrow to waive the assessment late fees for Capitol City Produce for the July-September 2021 quarter in the amount of \$89.69; October-December 2021 quarter in the amount of \$126.43; and April-June 2022 quarter in the amount of \$290.81. The motion carried.

GARRISON ADVERTISING REPORT AND 2023 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report. He explained the 2023 guiding strategy. Mr. Garrison reviewed the budget breakdown for the 2023 campaign consisting of radio (budget - \$4,500.00); billboards (budget - \$21,391.00); and agency account support services (budget - \$2,800.00) for a total of \$28,691.00 budgeted. He briefly reviewed the 2023 statewide radio campaign including bonus spots and bonus outdoor digital billboards and explained that the current billboard ad design creating familiarity with Louisiana strawberries as a “brand” will be maintained.

Mr. Garrison updated the Board on the 2023 LAFA Certified Louisiana grant budget including cable television (budget - \$4,500.00); digital ads (budget - \$5,000.00); promotional items (budget - \$4,500.00) and magazine ad (budget - \$1,000.00, YTD spent - \$1,000.00) for a total of \$15,000.00 budgeted (agency compensation included) and \$1,000.00 YTD spent. He explained that all advertising done with these funds must have the Certified logo. Mr. Garrison displayed the ad that ran in the Louisiana Cookin’ magazine. Ms. Riecke updated the Board on promotional items and requested feedback from members on items that should be ordered. She recommended ordering more coloring books, crayons and plastic bags to hold promotional items that can be used to distribute to children at outreach events since the supply is low.

Mr. Garrison proceeded to update the Board on the 2023 Specialty Crop grant digital campaign budget including connected television (budget – \$5,550.00); cross device pre-roll (budget - \$4,200.00); programmatic audio (budget - \$6,375.00); full device, mobile interstitials (budget - \$4,050.00); value added – BT high impact and standard display (budget - \$0.00); and agency services and coordination (budget - \$3,325.00) for a total of \$23,500.00 budgeted. He explained that revisions were made to this year’s campaign which increased interstitials and lowered cross device pre-roll and programmatic audio due to advertising results from year one of the grant. Mr. Garrison stated that these changes should produce more clicks to the website.

Mr. Garrison showed pictures of events that the Board attended with the mascot Jazzy.

A motion was made by Heather Robertson and seconded by Eric Morrow to approve Garrison Advertising’s 2023 marketing proposal and budget. The motion carried.

OTHER BUSINESS

Ms. Riecke informed board members that LDAF had a booth at the Farm to School Conference in Baton Rouge, and the Board provided Jazzy coloring and activity books and pencils that were given out. She stated that she received a thank you email from LSU for the Board's participation.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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