

MINUTES

TUESDAY, SEPTEMBER 24, 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 5:42 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
KEVIN LIUZZA
SHELLEY MATHERNE
ERIC MORROW
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN DVM)

MEMBERS ABSENT

MARK LIUZZA
STACEY MILLER
HEATHER ROBERTSON

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Mr. Fletcher opened the floor for nominations for chairman.

Eric Morrow nominated and Kevin Liuzza seconded William Fletcher for chairman.

A motion made by Eric Morrow to close the nominations for chairman. With no further nominations coming forward, William Fletcher was elected chairman with a unanimous vote.

Mr. Fletcher opened the floor for nominations for vice-chairman.

Eric Morrow nominated and William Fletcher seconded Kevin Liuzza for vice-chairman.

A motion made by Eric Morrow and seconded by Rebecca Riecke to close the nominations for vice-chairman. The motion carried, and Kevin Liuzza was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Eric Morrow and seconded by William Fletcher to approve the minutes of the January 22, 2019, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2019 and July through August 2019 financial reports, copies of which were distributed to each member.

A motion made by Kevin Liuzza and seconded by Eric Morrow to approve the fiscal year 2019 and July through August 2019 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 that their assessment late fees for the quarters of July-September 2017 in the amount of \$88.08 and October-December 2017 in the amount of \$80.47 be waived due to accounting staffing issues during that time. She stated that all of their assessment payments since then have been submitted on time.

A motion made by Kevin Liuzza and seconded by Eric Morrow to waive the assessment late fees for Capitol City Produce for the quarters of July-September 2017 in the amount of \$88.08 and October-December 2017 in the amount of \$80.47. The motion carried.

FY 2019 PROPOSED BUDGET

Ms. Riecke explained the fiscal year 2019 proposed budget with the estimated income being \$30,000.00 in strawberry assessments; \$30,000.00 in grant income from the Certified Louisiana Program Promotional Grant; and \$3,487.50 in grant income from the Specialty Crop Block Grant (year two) for a total of \$63,487.50. She reviewed the budget categories for expenses which include \$28,800.00 for advertising; \$30,000.00 for Certified Louisiana Program Promotional Grant expenses; \$700.00 for the legislative egg breakfasts table/chair rental; \$500.00 for the Louisiana FFA Association – State Proficiency Award; and \$3,487.50 for Specialty Crop Block Grant (year two) expenses for a total of \$63,487.50.

A motion made by Shelley Matherne and seconded by Eric Morrow to approve the fiscal year 2020 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report with a handout distributed to each member. He explained the 2019 guiding strategy. Mr. Garrison reviewed the budget breakdown for the 2019 campaign consisting of radio (budget - \$4,030.00, YTD spent - \$4,030.00); billboards (budget - \$22,000.00, YTD spent - \$22,000.00); and agency account support services (budget - \$2,770.00, YTD spent - \$2,753.05) for a total of \$28,800.00 budgeted and \$28,783.05 YTD spent.

Mr. Garrison updated board members on advertising efforts including Louisiana Radio Network and billboards. He informed the Board that many billboards stayed up for more than the total days contracted resulting in several overrides at no additional cost. Mr. Garrison reviewed the 2019 website traffic analysis for louisianastrawberries.com, explaining that website activity follows availability of our strawberries and marketing promotion periods.

Mr. Garrison reviewed the 2019 strawberry LAFA grant budget, consisting of television (budget - \$20,000.00, YTD spent - \$20,000.00); digital (budget - \$5,000.00, YTD spent - \$5,000.00); and promotional items (budget - \$5,000.00, YTD spent - \$4,949.99) for a total of \$30,000.00 budgeted and \$29,949.99 YTD spent. He reviewed the final report for the digital ads including day part performance.

Mr. Garrison reviewed the 2019 Specialty Crop grant budget including an animated video (budget - \$10,000.00, YTD spent - \$10,000.00); 10 page coloring/activity book graphics (budget - \$1,200.00, YTD spent - \$1,200.00); printing of 4,500 coloring/activity books (budget - \$1,800.00, YTD spent - \$1,608.20); education brochure with “tear off” survey (budget - \$530.00, YTD spent - \$804.46); signage/pop ups (budget - \$1,200.00, YTD spent - \$1,234.08); in-store sampling (budget - \$1,750.00, YTD spent - to be determined); and agency fee, graphic design and vendor coordination (budget - \$8,450.00, YTD spent - to be determined) for a total budget of \$24,930.00. He updated the Board on strawberry sampling/educational outreach events being done with Specialty Crop grant funding including some at the Crescent City Farmers Market, LSU’s Bash on the Bayou, 2019 Ag Expo and Red Stick Farmers Market. Mr. Garrison showed board members the four animated educational videos produced titled “Jazzy and the Louisiana Strawberries” that provide information about Louisiana strawberries including availability, nutritional benefits, storage/handling, recipes and why strawberries are important to Louisiana. He showed them the “Jazzy and the Louisiana Strawberries” coloring/activity book that coordinates with the videos, copies of which were distributed to each member.

ADVERTISING CONTRACT

Ms. Riecke informed board members that the contract with Garrison Advertising ends December 31, 2019. She stated that if the Board wants to continue their current advertising with Garrison Advertising, they would need a new contract that could be for a period of up to three years and less than \$50,000.00 per year. Ms. Riecke stated that the Board’s budget is predictable for the next two years due to grant funding that will be received. She advised the Board that the

amount needed for the next two years of the advertising contract should not be more than \$40,000.00 per year.

A motion made by Kevin Liuzza and seconded by Eric Morrow to enter into a contract with Garrison Advertising for consulting services to administer the Board's advertising, promotion and public relations program beginning January 1, 2020, for a period of two years and an amount not to exceed \$40,000.00 per year. The motion carried.

Mr. Fletcher advised board members that Ms. Riecke would need authorization to approve the details of the contract.

A motion made by Kevin Liuzza and seconded by Eric Morrow to authorize Director Rebecca Riecke to approve the details of the contract with Garrison Advertising on behalf of the Board. The motion carried.

FY 18-19 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Ms. Riecke stated that the Board will be able to apply for FY 2019-2020 Certified Louisiana Program Promotional Grant funding again this year in the amount of \$30,000.00. She explained that eligible expenses include radio or TV ads; web expenses; hats, t-shirts, clothing or giveaways; product labels, packaging, jars and boxes; trade shows; graphic design expenses; research and development; vehicle wraps; demos and sampling; and other eligible items. Ms. Riecke informed board members that all advertising done with these grant funds must include the Certified Farm to Table logo.

Mr. Garrison made recommendations for the grant funding including redesigning the Board's outdated website and purchasing a tent for events that the Board attends. Ms. Riecke also suggested using some of the grant funding to purchase shirts with the Board's logo that can be worn when attending events. Mr. Fletcher asked Mr. Garrison how much redesigning the website will cost, and Mr. Garrison estimated it would be between \$6,000.00 and \$8,000.00. Mr. Fletcher suggested getting some caps with the Board's logo to hand out. Mr. Garrison recommended allocating \$2,000.00 for hats, shirts and other printed materials; \$8,000.00 for redesigning the website; and \$5,000.00 for digital ads. Mr. Fletcher inquired about the price of a tent. Mr. Garrison said he would like to get a custom red one with the Board's logo and advertising theme and estimated it would cost between \$500.00 and \$800.00. Mr. Garrison recommended allocating grant funding for television in the amount of \$12,000.00 and increasing the amount for hats, shirts and other promotional items to \$3,000.00. Kevin Liuzza suggested ordering some promotional items to introduce the new character "Jazzy" with the remaining grant funding that could be included in the "hats, t-shirts, clothing or giveaways" category. Ms. Riecke read a summary of grant expenses the Board discussed including the website update - \$8,000.00; hats, t-shirts and giveaways - \$4,200.00; digital ads - \$5,000.00; tent - \$800.00; and television advertising - \$12,000.00.

A motion made by Kevin Liuzza and seconded by Shelley Matherne to approve the director to apply for FY 2019-2020 Certified Louisiana Program Promotional Grant funding for

the following: website update - \$8,000.00; hats, t-shirts and giveaways - \$4,200.00; digital ads - \$5,000.00; tent - \$800.00; and television advertising - \$12,000.00. 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 Kevin Liuzza and seconded by Eric Morrow to adjourn. The motion carried.