**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION**

**January 19, 2022**

**MINUTES**

**9:00 AM**

LSUA Hurricane Evacuation Mega Shelter

8125 US Hwy 771 S

Alexandria, LA 71302

**CALL TO ORDER**

 Chairman Jason Ables called the meeting to order at 9:02AM

**ROLL CALL**

**Members Present Members Absent**

Jason Ables Charles Brown

Dr. Tara Smith

Matt Garber

Hunter Fif

Todd O’Neal

Melvin Chappel

Cynthia Vead

Larry Fontenot

**DECLARATION OF QUORUM**

Rene Simon called roll and declared a quorum.

**PUBLIC COMMENTS**

None

**ELECTION OF OFFICERS**

A motion was made by Mr. Fontenot to nominate Mr. Ables for Chairman and Mr. Garber for Vice Chairman. It was seconded by Dr. Smith. There were no other nominations. Mr. Ables and Mr. Garber were elected unanimously.

**APPROVAL OF MINUTES FROM PREVIOUS MEETINGS**

A motion was made by Mrs. Vead to accept the minutes from the June 24, 2021, meeting as presented. It was seconded by Mr. O’Neal and passed unanimously.

**FINANCIAL REPORT**

Mr. Rene Simon presented the financial report to the board as of December 30, 2021. A motion was made by Mr. Fontenot to accept the financial report as presented. It was seconded by Mr. Garber and passed unanimously.

**DIRECTOR’S REPORT**

* Participated in numerous calls and meetings regarding the baby food heavy metals report.
* Did not attend PMA’s Fresh Summit or LRA Expo due to Covid concerns and Hurricane Ida
* Planning the 70th anniversary of the Commission including Photo Shoots, Filming of the TWILA Segment. Also did interviews with *Louisiana* *Cookin* and the *Produce New*s to promote the Anniversary.

**REPORT FROM THE GRAHAM GROUP**

Candy Domengeaux and Kathy Andersen of the Graham Group updated the board on the current marketing strategies that Graham Group has implemented for the Sweet Potato Commission. They also previewed one of the TWILA segments.

**OTHER BUSINESS**

**Extension of Contract with the Graham Group**

A motion was made by Mr. Garber to extend the contract of the Graham Group for an additional 2 years. It was seconded by Mrs. Vead and passed unanimously.

**LSU AgCenter Update**

Dr. Mike Salassi and Dr. Tara Smith gave an update on the status of the AgCenter, the Sweet Potato Station and Sweet Potato Research.

**LDAF Horticulture/Quarantine Program Update**

Mr. Richard Miller, Administrative Coordinator, updated the Commission on the Guava Root Knot Nematode issue. He also stated that there were no sweet potato weevil finds in trapping program in north Louisiana the state in 2021. He updated the Commission on negotiations between Louisiana and Mississippi on allowing fresh market to move across state lines.

**PUBLIC COMMENT**

None

 **ADJOURN**

A motion was made by Mr. O’Neal adjourn the meeting. It was seconded by

Dr. Smith and passed unanimously. The meeting was adjourned at 10:10 AM.