

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Minutes

February 12, 2015

1:00 p.m.

Louisiana State Library, Seminar Center

N. 4th Street, Baton Rouge, LA 70802

Board Member	Present	Absent
Alan Gibson, Chairman	X	
Larry Avery	X	
Sherbin Collette	X	
Randy Davis	X	
Chalin Delaune	X	
Daniel Edgar	X	
David Maginnis	X	
Al Marmande		X
Chef Peter Sclafani	X	
Sal Sunseri	X	
Pete Tortorich	X	

Introduction of Staff and Guests:

Staff:

Karen Profita, Executive Director

Lisa Manda, Assistant Executive Director

Tiffany Hess, Administrative Assistant

Guests:

Julie Samson, Office of the Lieutenant Governor

Jacques Berry, Office of the Lieutenant Governor

Caroline Downer, Office of the Lieutenant Governor

Scott Couvillon, Trumpet

Jordan Russo, Trumpet

Michael Ketchum, New Orleans Fish House

Julie Falgout, Sea Grant

Marisa Collins, ULL College of Business

Ben Mitchell, Louisiana Department of Wildlife and Fisheries

Erin Brown, Louisiana Department of Wildlife and Fisheries

Vito Zupparo, Miles Media

Theresa Overby, Miles Media

Dee Anna Jurisic

Furkan Gur, LSU

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- I. Call to order. After confirming a quorum was present, the meeting was called to order by Sal Sunseri. Mr. Sunseri noted that Chairman Alan Gibson was caught in traffic and called the meeting to order.
- II. Roll call and introduction of guests. Tiffany Hess began roll call. Mr. Sunseri introduced new board members Troy Parria and Jakov Jurisic.
- III. Adopt the agenda. A motion was made by Daniel Edgar and seconded by Mr. Parria to adopt the agenda. There being no discussion or public comment, the motion carried unanimously.
- IV. Election of new officers (Chairman, Chairman-Elect and Secretary/Treasurer). Mr. Sunseri proposed the election of new officers for 2015 and after discussion, the following nominations were made: Chairman – Sal Sunseri (nominated by Daniel Edgar and seconded by Pete Tortorich), Chairman-Elect – Pete Tortorich (nominated by Chalin Delaune and seconded by Daniel Edgar) and Secretary/Treasurer – Chalin Delaune (nominated by Daniel Edgar and seconded by Sal Sunseri). Peter Sclafani was nominated for Chairman-Elect, but respectfully declined due to scheduling issues.

After discussion and agreement amongst the board, a motion was made by Larry Avery and seconded by Mr. Sclafani to accept the nomination of officers. There being no discussion or public comment, the motion carried unanimously.

- A. Overview and review of board responsibilities. Mr. Sunseri spoke briefly about the board responsibilities and referred the new board members to the board binders, which were handed out to board members following the conclusion of the meeting.
 - B. Chairman Alan Gibson arrived and thanked the board and the Office of the Lieutenant Governor for the honor of serving as Chairman the past year.
- V. Approval of minutes from December 12, 2014 Meeting. The motion was made by Mr. Sclafani and was seconded by Mr. Avery to approve and adopt the minutes from the December Board Meeting. There being no discussion or public comment, the motion carried unanimously.

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- VI. Financial Report. Randy Davis welcomed new board members and explained how the BP funds are managed through the Department of Wildlife and Fisheries. He explained the Financial Reports and how they are sorted two ways – by alphabetical vendor list and by transaction date. Mr. Davis then gave an update on the financials, detailing total funding and expenditures as of 1/1/15. He recapped for the Board expenditures to date and the remaining BP Fund balance, which is \$9,309,571.50.

Mr. Davis reported that we should have around \$6M by end of fiscal year 2015. We received a \$250,000 grant from Deepwater Horizon, and noted that the deposit will be reflected on the financial statements by the end of next week. In reviewing the operating budget, Mr. Davis stated that we will update the budget line items for the next meeting to ensure the numbers are closely reflecting actual expenses.

Mr. Davis discussed how we rely on funding from task forces to assist with salaries and operating expenses. He suggested that Mrs. Profita speak with these groups soon to secure income from them for fiscal year 2016.

After discussion among board members, the motion to adopt the financial report was made by Mr. Jurisic and seconded by Mr. Parria. There being no discussion or public comment, the motion carried unanimously.

- VII. Executive Director's Report. Mrs. Profita welcomed new board members, introduced the staff and briefly discussed the budget, noting that we have been conservative with spending and wants the BP funds to last the next 3-4 years. She then reported on the following:
- A. Events.
 - i. Battle of New Orleans. LSPMB participated in this event with Chef Aaron Burgau cooking several Louisiana seafood dishes. It was a great event with wonderful exposure for the international audience.
 - ii. Walk the Hill, DC. Mrs. Profita, Mr. Gibson and Mr. Sunseri attended this event to represent both the shrimp and oyster industries. It was a positive visit and Mrs. Profita noted that lawmakers listened to industry concerns, including labor issues and fair trade. Mr. Sunseri also noted that it was a wonderful event. He discussed oyster prices and appreciated the opportunity to attend and represent the board. Mr. Gibson also noted that the lawmakers listened and made positive comments about the shrimp industry regarding trade and import.

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- iii. GASCO 2014. LPB videoed and produced a one hour show highlighting the event. This aired on local LPB stations and was distributed to PBS nationally. We are working to obtain a list of stations across the country to share with the chefs who competed at the event so they may call to encourage broadcast of the program. We will also have copies to distribute to board members.
- iv. Global Seafood Conference in Las Vegas. Mrs. Profita attended several interesting sessions with informative power point decks with various seafood stats. These are available for those who are interested. She also met with Emeril's chef while there and discussed plans for a Louisiana seafood promotion.
- v. SeaWeb in New Orleans. Mrs. Profita and Ms. Manda attended SeaWeb this week and attended many informative sessions.
- vi. Food Fanatics Live Show. As part of our advertising package with Food Fanatics, we are able to participate in a trade show for chefs and restaurants, held on March 11 in Myrtle Beach, but due to scheduling conflicts, we were unable to staff this year's event. We have secured the event for 2016.
- vii. Fisheries Forward Summit. LSPMB is sponsoring luncheon for the fishermen held on March 11 in Houma, LA. Lieutenant Governor Jay Dardenne is scheduled to update them on our marketing program. Ms. Manda will set up and work a booth. This is our best opportunity to get in front of fishermen.
- viii. Culinary Institute of America, St. Helena, CA. On March 11, Mrs. Profita, Mr. Sunseri and Chef Cory Bahr will attend CIA's Flavor Summit, which we are sponsoring. Chef Bahr will provide cooking demonstrations and we will provide Louisiana seafood. This is an opportunity to get in front of large chain decision makers.
- ix. Boston Seafood Expo North America. Mrs. Profita, Ms. Manda, Chef Aaron Burgau, and Sous Chef Jonathan Lomonaco will all attend SENA this March. Ms. Manda sold all the spots available in our booth, and we have 5 co-exhibitors attending. Jill Jensen from NOAA and Thomas Hymel from Sea Grant will also attend.
- x. Legislative Day Reception. This reception will be held on April 21 at the State Museum. All board members, legislators and legislative staff are invited to attend. We are working to secure chefs/restaurants to cook and showcase Louisiana seafood.

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- x. NRA Show. May 16 in Chicago, IL. Mrs. Profita, Ms. Manda and a chef will attend this event. Space is still available in our booth; should anyone be interested in joining our booth, please contact Ms. Manda.
 - xii. LASCO in New Orleans on May 23. Letters will go to LRA to distribute to their membership on (3/2/2015). LTPA will also distribute to their members.
 - xiii. Mrs. Profita and interested board members are invited to dinner with Shell Oil and Alaskan stakeholders on February 27.
 - xiv. ULL Business Challenge. We are sponsoring this event held March 5-6 in Lafayette, LA. High school students will create digital marketing plans to promote Louisiana seafood in grocery stores. Mrs. Profita is a judge for this event, and noted that several judge's spots are open for board members who are interested.
- B. Partnerships and Relationship Opportunities.
- i. Pennington Partnership. LSPMB approached Pennington to create healthy recipes with their team of dieticians for use in our social media and marketing efforts.
 - ii. Audubon Nature Institute – met with them to discuss opportunities to work together in promoting sustainability. We also discussed their response to Weight Watchers magazine article with a negative comment about Louisiana seafood.
 - iii. Louisiana Travel Promotion Association. We are looking for cross promotional opportunities in the Year of Food.
 - iv. Louisiana Culinary Institute. Discussing the possibility of a student competition on Friday night at LASCO.
 - v. Mrs. Profita spoke to a group of Latin American food entrepreneurs at the LSU incubator recently and discussed seafood trade.
 - vi. Our Lady of Holy Cross College in New Orleans. Representatives reached out to us to discuss their Food Science program and are interested in a partnership. They are submitting a proposal soon.
- C. Training Opportunities. Mrs. Profita discussed the following:
- i. Mrs. Profita attended a class at LSU on Economic Development and discussed ideas for seafood by-products.
 - ii. Ms. Manda attended a social media class at LSU to learn about how to promote Louisiana seafood and all the social media outlets available.
- D. Misc.

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- i. GASCO Throwdown Winner. The winner of last year's GASCO seafood throw down was Chef Barton Phillips in St. Louis, MO. We and Alabama shipped several species of gulf seafood to the Missouri Athletic Club in St. Louis, Missouri for his guests to enjoy.
- ii. Stewart and Stewart. This international firm, which walked the hill representing the American Shrimp Processors Association, has offered to present at our next board meeting on trading seafood trends. Mr. Gibson spoke of the quality and value of the work they have done for ASPA.
- iii. Mrs. Profita will meet soon with task forces to secure funding for next year.
- iv. Gulf Seafood Coalition Meeting on April 22nd. They have reported their funding is running out.
- v. Mrs. Profita gave a presentation on seafood consumption with data and statistics learned at Global Seafood Conference held in Las Vegas in January. Ms. Hess will email this ppt to the board.

A motion to adopt the Executive Director's Report was made by Mr. Sclafani and seconded by Mr. Jurisic. There being no discussion or public comment, the motion carried unanimously.

VIII. Old Business

- A. Bylaws. Mr. Sunseri reported that the bylaws have been formally adopted and can be found in the board binder. New binders were given to all board members.
- B. Festival Grant Update. Ms. Hess gave the following update: the legal team is reviewing the grant guidelines, application and agreement and should have it back to us at the end of February. As soon as the documents have been approved, all materials will be posted on the website and the board will be advised of when this occurs.
- C. Marketing Campaign Update
 - i. Scott Couvillon, Trumpet, gave a brief presentation of the Marketing Plan for new board members
 - ii. Mr. Couvillon gave a presentation on the performance of the campaign update, actual visits to site was 59,000 users; B2B Campaign, using "Hooks" creative, use better bait; and the Sell site, will be launched in March, gave a quick overview of the site for new board members. He noted that he will send the ppt and links to the dashboard to Ms. Hess for distribution to the board.

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- iii. The Spring Regional Campaign will launch February and run through May.
- iv. Working on layout for E-Splash e-newsletter.
- v. Walmart promotion of live Louisiana crawfish promo has started in 104 stores. Mr. Couvillon added that he hopes to have the shrimp campaign also launch with Walmart this summer.

D. Miles Media Presentation. Theresa Overby gave an update on performance in social media since October 2013 and reported how they have maintained engagement and increased growth since then. She reported on the status of social media outlets and how they perform on Facebook, Twitter, Pinterest and Instagram. Ms. Overby also discussed increasing social media presence if they had a small budget increase.

Mr. Delaune recommended increasing the social media budget for Miles and asked them to report back to the board with an update. After discussion, the board agreed with this recommendation.

IX. New Business

Lisa Manda is developing a plan for reaching out to retail grocery markets across the state.

X. Public Comment.

- A. Marisa Collins with ULL gave an update on the ULL Business Challenge being held on March 5 and noted that several judges' spots are still open for those interested in participating.

XI. Adjourn. Mr. Davis made a motion to adjourn the meeting and was seconded by Mr. Tortorich. There being no public discussion or comment, the motion carried unanimously.