

LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD
MINUTES OF REGULAR BOARD MEETING
Open Forum
February 28, 2017
12:00 PM – Capitol Park Event Center
702 River Rd, Baton Rouge, LA 70802

Members Present: Lieutenant Governor Billy Nungesser, Kristen Baumer (Chairman), Pete Tortorich, Jakov Jurisic, Sal Sunseri, Chalin Delaune, Pete Tortorich, Chef Peter Sclafani, Acy Cooper, John Paul Reason, Brian Landry, Larry Avery, Dexter Guillory, Barry Toups.

I. Call to Order

The Louisiana Seafood Promotion and Marketing Board meeting was called to order by Chairman Kristen Baumer at 12:11 pm at the Capitol Park Event Center in Baton Rouge.

II. Adoption of Agenda

Motion by Larry Avery to adopt the agenda and seconded by Brian Landry. Motion carried unanimously.

III. Adoption of Minutes

Peter Sclafani motioned to adopt the minutes from the June 14, 2017 board meeting. Sal Sunseri seconded the motion. Motion carried unanimously.

Peter Sclafani motioned to adopt the minutes from the December 6, 2017 board meeting. Pete Tortorich seconded the motion. Motion carried unanimously.

IV. Lieutenant Governor

Kristen Baumer welcomed everyone to the meeting and allowed the Lieutenant Governor to have the floor. Lt. Gov Nungesser asked the board members to introduce themselves and thanked them for serving. The Lt. Gov then discussed several topics.

Discussion included:

1. Executive Director Position
2. BP funding extension
3. Previous spending
4. New liaison for BP
5. Sustainability and certification
6. Festival Grant Program
7. Louisiana Seafood Cook-Off
8. Audubon and LDWF

After the Lieutenant Governor finished his remarks, he opened the floor for questions and comments. The board discussed the Executive Director Position. The selection process was also discussed.

The Lieutenant Governor discussed getting great chefs for the Louisiana Seafood Cook-Off. Renee Ganucheau gave the board details for the upcoming 2018 cook-off.

There was a discussion about sustainability and LSPMB's relationship with Audubon. Kristen Baumer discussed a closer partnership between LSPMB, Audubon, and LDWF. Laura from Audubon discussed

crawfish certification and the differences within that industry compared to others. The Lt. Governor mentioned getting deliverables and guarantees from Audubon and LDWF.

Damon Morris of LDWF discussed the criteria for certification. Mr. Morris also mentioned that the process for sustainability and certification is ongoing.

Kristen Baumer discussed how once the new liaison is in place for BP, there should be a meeting between all parties to discuss future plans. Mr. Morris agreed on a meeting.

The Lieutenant Governor excused himself from the meeting and Kristen Baumer continued on.

V. New Business

Executive Director Position

Kristen Baumer briefly discussed how the selection process for this position will work. Sal Sunseri recommended a nominating committee. Mr. Baumer agreed and stated that the executive committee act as the nominating committee.

Election of Officers

Jakov Jurisic motioned to approve Kristen Baumer as the chairman. Peter Sclafani seconded the motion. Motion carried unanimously.

Jakov Jurisic nominated Chalin Delaune as Vice-Chairman. Peter Sclafani seconded the nomination. Nomination carried unanimously.

Peter Sclafani motioned to let Troy Parria serve as Secretary-Treasurer again. Sal Sunseri seconded the motion. Motion carried unanimously.

Committee Appointments

Chalin Delaune motioned for Pete Tortorich to serve on executive committee. Jakov Jurisic seconded the motion. Motion carried unanimously. Jakov Jurisic motioned for Larry Avery to serve on executive committee. Sal Sunseri seconded the motion. Motion carried unanimously.

Kristen Baumer appointed himself, Brian Landry, Sal Sunseri, Chalin Delaune, Kristen Baumer, Pete Tortorich, Peter Sclafani, and John Paul Reason to the marketing committee.

Kristen Baumer appointed Jakov Jurisic to head the legislative committee and appointed Chalin Delaune to serve on the committee.

Kristen Baumer appointed Dexter Guillory to head the education committee and appointed himself and Acy Cooper to serve on the committee.

The board decided to wait to discuss the finance committee when Troy Parria was present.

Board Expansion

Jakov Jurisic proposed new legislation he ask been working on. He discussed that the new legislation would add two seats to the board to help with lack of quorum. The board seats would come from the LA Farm Bureau and the LDWF.

Kristen Baumer moved to discuss the legislation at the next board meeting. Jakov Jurisic asked for the legislative committee to meet directly after the meeting adjourns.

NRA – Chicago

The board discussed the future of participation for the Chicago and Boston shows. Jordan Buras discussed selling booth space at \$5,000 for the show. Dexter Guillory discussed having a reception at the NRA show rather than paying to participate. He also discussed that this will be more beneficial for everyone.

The discussion about NRA Chicago continued. Kristen Baumer suggested that the board be informed before documents are signed. Renee Ganucheau discussed that commitment for the next years participation is made at the show. Mr. Baumer suggested discussing participation for the 2019 NRA Show at the next board meeting.

Louisiana Seafood Cook-Off

Renee Ganuchaeu discussed details of dates and location for the 2018 cook-off. Jordan Buras also discussed the application process. Deadlines were discussed. The board was encouraged to get chefs to apply.

VI. Setting of the next meeting

The board unanimously decided to hold the next meeting at noon on March 19, 2018.

The board is set to meet every second Wednesday of every other month beginning on April 11, 2018. Barry Toups motioned to accept the schedule for board meeting dates. Sal Sunseri seconded the motion. Motion carried unanimously.

VII. Public Comment

Kristen Baumer asked the public to introduce themselves and then opened the floor up for comment. Damon Morris added comment on the NRA Chicago discussion.

Jordan Buras introduced Mr. Isaacs who presented data on the number of commercial fishing licenses issued in 2016. Mr. Isaacs also discussed the data about the oyster industry on his handout. Chalin Delaune commented on the blue crab industry. Laura from Audubon updated the board on crab trap closures and some details on certification.

Future funding was briefly discussed by Kristen Baumer. He also suggested putting together a marketing plan to be discussed in a future meeting. Jakov Jurisic mentioned trying to get funding from other entities.

Kristen Baumer asked if there were any additional comments then thanked everyone for coming.

VIII. Adjournment

Jakov Jurisic motioned to adjourn. Pete Tortorich seconded the motion at 2:39 PM. Motion carried unanimously.