

**Louisiana Crawfish Promotion and Research Board Meeting**  
**March 12<sup>th</sup>, 2025**  
**1:00 P.M.**

**University of Louisiana at Lafayette Alumni Center**  
**600 E St Mary Blvd, Lafayette, LA 70503**

# **AGENDA**

- I. CALL TO ORDER
- II. PLEDGE
- III. SWEARING IN OF NEW BOARD MEMBERS
- IV. ROLL CALL
- V. DECLARATION OF A QUORUM
- VI. INTRODUCTIONS OF NEW BOARD MEMBERS
- VII. PUBLIC COMMENT
- VIII. APPROVAL OF MINUTES – January 22<sup>nd</sup>, 2025
- IX. COLLECTIONS & FINANCIAL REPORTS
  - A. Collections Report
  - B. Financial Report
- X. PROMOTION & RESEARCH
  - A. 2025 FFA Convention Sponsorship – Jon Carr & Cade LeJeune, FFA
  - B. Crawfish Board Website Update and Proposal – Donald Dartez, RAD Consulting Group
  - C. *This Week in Louisiana Agriculture* Proposal - Avery Davidson, Louisiana Farm Bureau
  - D. Promotion Update and Contract Renewal – Yvette Bonanno
  - E. Movee Media Proposal - Stuart Poulton
  - F. Louisiana Radio Network March 2025 Digital Campaign Update – Jennifer Marsh

G. 2025 Billboard Campaign Discussion – Jessica Lange

H. LSU AgCenter Update – Todd Fontenot

XI. BOARD BUSINESS

XII. COMMENTS

A. Board Member Comments on Crawfish Season

XIII. DATE OF NEXT MEETING

XIV. ADJOURN