

# **Louisiana Seafood Promotion and Marketing Board**

## **Regular Meeting Agenda**

November 28, 2012

9:00 a.m.

Louisiana Seafood Promotion and Marketing Board Office  
2021 Lakeshore Drive, Suite 310, New Orleans, La. 70122

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- I. Call to order and introduction of guests
- II. Adoption of the Agenda
- III. Opening Remarks by Executive Director
- IV. Chairman's Update
  - A. Evaluations by executive committee
  - B. Staff Recognition
- V. History of LSPMB (*Mike Voisin*)
- VI. Executive Session pursuant to La. R.S. 42:17
- VII. Memorandum of Understanding
- VIII. Reading and approval of minutes from the Board's Regular Meeting on June 12, 2012 and Special Meeting on September 7, 2012
- IX. Reports
  - A. Treasurer's Report through October 31, 2012
    - i. Finance Committee Report
    - ii. Recommendation to adopt FY 2014 statutory budget
    - iii. BP 1<sup>st</sup> Quarter FY 2013 Report
    - iv. All other committee recommendations will be discussed in Item VIII(A)
  - B. Marketing/Sponsorship Committee Report
    - i. Recommendation to adopt FY 2013 BP sponsorship budget
    - ii. Recommendation to adopt FY 2014 BP budget with amendments to allocation
    - iii. All other committee recommendations will be discussed in Item VIII(A)
  - C. Executive Director's Report (*Ewell Smith*)
    - i. Update on Act 852 of the 2012 Regular Session
    - ii. Update on Louisiana Board of Ethics
- X. Old Business
  - A. Seafood Marketing Campaign Update (*Ewell Smith*)
    - i. Board adoption of FY 2012 Performance Metrics
    - ii. Board adoption of FY 2013 Action Plan
    - iii. Board adoption of 2013 Media Plan
    - iv. Board adoption of Campaign Continuity Plan

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1. LSU SeaGrant Proposal (*per Finance Committee Recommendations*)
  - v. GCR (*Dan Austin, GCR Consulting*)
    1. Task Force Survey requested by the Board June 12, 2012
  - vi. The Food Group (*Mark Cotter, The Food Group*)
  - vii. Graham Group (*George Graham/Kathy Anderson, Graham Group*)
  - B. Board approval to pay New Orleans Hornets Invoice for 3<sup>rd</sup> year of the 3-year sponsorship
  - C. Board approval to pay New Orleans Saints Invoice per contract executed between LDWF and New Orleans Saints (*Ewell Smith*)
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- XI. New Business
    - A. Partnership for Hurricane Sandy response
  - XII. Public comment
  - XIII. Adjourn