

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

January 15th, 2020

USGS NATIONAL WETLANDS RESEARCH CENTER

700 CAJUNDOME BLVD.

LAFAYETTE, LA

Call to Order:

David Savoy called the meeting to order at 1:00 P.M.

Roll Call:

MEMBERS PRESENT

David Savoy
Robert Buller
Wylie Jewell
Wayne Romig
Greg Faulk
Jody Meche
Kip Lastraps

MEMBERS ABSENT

Chandra Scarber
Ralph Babin
Bill Pizzolato

Declaration of a Quorum:

A quorum was declared with 7 members present and 3 members absent.

Approval of Minutes:

The minutes from the November 6th, 2019 Board meeting were read.

MOTION BY: Jody Meche seconded by Robert Buller to approve the minutes from the November 6th, 2019 Board meeting. Motion Carried.

Collections & Financial Report:

David Savoy called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

MOTION BY: Jody Meche seconded by Wylie Jewell to approve the financials. Motion Carried.

Next, Ben Domingue, UBS Bank representative, spoke to the Board about the possibility of an institutional money market account. John Walther will check with the legislative auditors on any restrictions the Board may have.

MOTION BY: Jody Meche seconded by Kip Lastraps to research the Board's options and check with the legislative auditors on any restrictions. Motion Carried.

Promotion & Research:

Mr. Dallas Mitchell, University of Louisiana at Lafayette, gave an update on the automated crawfish-peeling machine. There continues to be machine vision algorithm development, collecting and labeling data for process monitoring, continued subsystem design, fabrication, and refinement. In the coming quarter, complete fabrication of the revised subsystem designs and continued evaluation and improvement of subsystem designs through rapid iteration.

The white spot project was discussed. The Board would like an explanation on the administrative costs of this project.

MOTION BY: Jody Meche seconded by Robert Buller to table the white spot project until the administrative costs are explained. Motion Carried.

Next, Jennifer Marsh, Louisiana Radio Network, discussed the Spring 2020 radio campaign. The campaign will run through February – May 2020. Every week, The Voice of Louisiana Agriculture Radio Network will produce a special one minute Louisiana Crawfish Report. This report will air in a fixed position, so producers know when to listen. The time is every Friday morning at 11:45 a.m. Phone interviews of some of the members will also be conducted. The Board will then receive one :30-sec commercial after this report to promote the consumption of crawfish. The Voice of Louisiana Agriculture will use promotional time to tell listeners about the Louisiana Crawfish Report (minimum of 15x). Every week, the latest crawfish news will be posted in the Monday edition of Don Molino and Avery Davidson's Daily Voice E-Newsletter – The Daily Voice.

Patrick Fields, Fields Group, discussed the 2020 TV and social media advertisement campaign. These ads will run through March, April and May in targeted areas of the country. Dallas, TX – Spectrum, San Antonio, TX – Spectrum, Biloxi/Gulport, MS – Sparklight, Jackson, MS Comcast, Littlerock, AR – Comcast.

MOTION BY: Kip Lastraps seconded by Wylie Jewell to have Greg Faulk and Patrick Fields attend the Rice Promotion Board funding meeting in June to discuss a joint campaign between rice and crawfish. Motion Carried.

Dee Scallan, Crawfish Tales, presented a promotional request where she will visit fifteen schools by December, 2020. In addition, there will be presentations at the Knock Knock Museum in Baton Rouge, Louisiana. Each presentation will include make and take craft materials, presentations with props and costumes and paid admission fee to the museum for ten underprivileged children at each presentation.

MOTION BY: Jody Meche seconded by Greg Faulk to approve Dee Scallan's project in the amount of \$21,180.00. Motion Carried.

Donald Dartez gave an update on the Board's website and Dee Scallan's Moby Pincher site.

Jessica Lange gave an update on the 2020 out-of-state billboard campaign. Billboards will be located in: Mobile, AL; Corpus Christi, TX; Beaumont, TX; Pensacola, FL; Fairburn, GA; Branson, MO; Dallas, TX; Little Rock, AR; Victoria, TX; Shelby, TN. The billboards will run March – May.

Next, the Board decided to look into having an advertisement in Farm and Ranch magazine. The advertisement will list projects and a brief description of each project that the Board has funded.

Board Business:

The Board next discussed the crawfish season.

No public comment

The date for the next Board meeting will be Wednesday, June 3rd, 2020 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

MOTION BY: Jody Meche and seconded by Wayne Romig to adjourn the meeting. Motion Carried.