

MINUTES

THURSDAY, FEBRUARY 19, 2015
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
LDAF 2ND FLOOR CONFERENCE ROOM
BATON ROUGE, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:03 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Sharkey.

MEMBERS PRESENT

MACK BROWN
LANNY CONERLY
KENNETH RAY GILL
ROBERT SHARKEY
SUSIE SHARKEY
JERRY SIMPSON
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
DONNIE FISHER

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Lanny Conerly and second by Robert Sharkey to approve the minutes of the September 3 and December 18, 2014, meetings. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the August 2014 through January 2015 financial reports. She explained that one producer who has not been paying assessments since 2010 paid all of 2013 and 2014 assessments recently. Mrs. Estay stated that this producer will catch up on paying 2011 and 2012 assessments by paying for the current month plus two past payments.

A motion made by Mack Brown and second by Jerry Simpson to approve the August 2014 through January 2015 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Steve Helmke and Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Helmke updated board members on recent campaign activities from July 2014 through January 2015 which included the t-shirt design, Tiger Rag designs and Department of Agriculture & Forestry cookbook ad. He explained the campaign recommendations for February through June 2015 which included the 2015 guiding strategy, Louisiana Dairy Farmers presenting the “LSU Baseball Junior Announcer” for every home baseball game and a 2015 billboard campaign design that connects with health, active lifestyles and LSU sports. Mr. Helmke reviewed the recommended budget overview which included campaign expenses from July 2014-current (t-shirts for \$13,103; graphic design, strategy, and project management for \$6,443; and print for \$3,834 for a total of \$23,380) and planned expenses from February-June (outdoor billboards for \$46,925; LSU Baseball Junior Announcer sponsor for \$27,625; and graphic design, strategy, and project management for \$2,070 for a total of \$76,620) for a total budget of \$100,000. He explained that the Board’s association with LSU has great opportunities beyond June such as possibly being a LSU Daughters & Dads title sponsor.

A motion made by Kenneth Ray Gill and second by Jerry Simpson to approve the recommended 2015 campaign budget. The motion carried.

Mr. Helmke inquired whether board members may be interested in the LSU Daughters & Dads title sponsorship opportunity after June. He informed the Board that it would cost \$32,500.

A motion made by Lanny Conerly and second by Robert Sharkey to consider the LSU Daughters & Dads title sponsorship proposal for the next fiscal year at the appropriate time. The motion carried.

SUDIA REPORT

Cheryl Hayn and Terry Charles presented the SUDIA report. Mrs. Hayn began the report with updates on the agenda; SUDIA officers, UDIA directors, NDB directors; 2015 SUDIA directors by state; overall direction; program strategies; school health and wellness; and school marketing. Ms. Charles updated board members on “Dairy Everywhere” in Louisiana schools; Fuel Up to Play 60 impacting; Fueling Up Louisiana students; expanding breakfast; breakfast programs moving milk; growing milk sales in schools; Fuel Up Like a Pro breakfast contest; and upcoming events. Mrs. Hayn continued the presentation with updates on student athletes refueling with chocolate milk; the Nutrition Affairs Program; partnerships; dairy in the media; the U.S. growth market for dairy; unprecedented investment in fluid milk; partnerships expanding sales; the Quaker Oatmeal commercial; program strategies: Taco Bell Live Más; consumer confidence/dairy image; telling your story in Louisiana; getting more with milk – June Dairy Month 2015; consumer confidence; “It’s Time to Fight Back” – creating an advocacy campaign all year long; issues and crisis management; what to do if an animal abuse video was shot on your farm; Louisiana being “Dedicated to Dairy”; and “Dedicated to Dairy” – Phase 3: Milk Moments. Mrs. Hayn informed board members that the SUDIA financial reports were in their packets for their review.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

Dr. Bruce Jenny of the LSU AgCenter thanked board members for their support of 4-H and the Junior Social.

Chairman Sharkey informed the Board that Whitney Wallace is the new county agent for Tangipahoa Parish and will work with them for Dairy Days.

ADJOURNMENT

No further comments were made. A motion made by Jerry Simpson and second by Robert Sharkey to adjourn. The motion carried.