

**MINUTES**

FRIDAY, MARCH 10, 2023  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY  
MANAGEMENT & FINANCE CONFERENCE ROOM  
5825 FLORIDA BOULEVARD, SUITE 1000  
BATON ROUGE, LA 70806

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:08 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**

MICHAEL SHAUN HOUEYE  
TED MILLER  
SUSIE SHARKEY  
DARRELL SINAGRA  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

ROBERT SHARKEY  
RANDY MORELL

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Michael Shaun Houeye and second by Darrell Sinagra to approve the minutes of the December 22, 2022, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay read the December 2022 and January 2023 financial reports. Mrs. Estay went over assessment payments received and those outstanding and discussed with the Board the process to collect outstanding assessments, how assessments are paid, who is required to pay Louisiana assessments and how funding of promotion of dairy takes place throughout other states considering retirement of dairy farmers.

A motion made by Ted Miller and second by Michael Shaun Houeye to approve the December 2022 and January 2023 financial reports. The motion carried.

### **GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising presented the advertising report. He began the presentation with the Dairy Board Grant proposed budget expenditure recommendations for the \$15,000 which was to include outdoor (outdoor panels using four existing printed vinyl panels with Certified LA logo. Panels would go up April and May 2023, included agency time) - \$8,000.00; agency and creative services (vendor coordination and media placement) - \$2,000.00; and digital display ads (digital display ads addressing target marketing using existing creative elements) - \$5,000.00 for a total of \$15,000.00. Ted Miller asked about measurable information on the promotional activities, and Mr. Garrison explained that impressions and clicks/hits would be available at the conclusion of the promotion.

A motion made by Darrell Sinagra and second by Ted Miller to approve the recommended expenditure budget activities as presented by Garrison Advertising. The motion carried.

Mr. Garrison continued his presentation with the Dairy Board proposed budget. He discussed how he would be working with Brad Bongiovani with Rockitscience to conduct some of the promotional activities this year. Mr. Garrison reported on the t-shirt promotion that took place in October that was approved previously. Mrs. Estay reported that it was very well received and there was \$9,520 in t-shirt sales. Mr. Garrison also showed the Louisiana Cooking ad that the Board purchased to run at the cost of \$1000 for the half page ad previously approved. Mr. Bongiovani discussed the recommendation on how they would break down the budget investment. Social Media Influencer Video Campaign utilizing Facebook and Instagram posts and reposts would be used. Mr. Bongiovani discussed the use of stock footage as an economical option. Mr. Miller stated that he wanted to make sure that Louisiana farmers were authentically represented as well. Mrs. Estay suggested that Louisiana farmers submit photos and use their farms for some of the video footage. Mr. Bongiovani showed examples of videos of how he recommended they look and the time suggestion of 15 and 30 second versions.

Mr. Garrison recapped recommended expenditures and the proposed amounts to conclude the \$50,000 advertising budget for 2023: social media management and development to increase awareness of dairy products - \$17,000.00; content promotion and targeted to help increase website following - \$4,500.00; new campaign creative, video and production support for up to four :15 second videos (recipes, cooking, Lucy Anna) - \$4,000.00; cable tv/streaming in Baton Rouge, Lafayette, and Northshore - \$7,000.00; and agency services (cost for supervision and project coordination) - \$6,000.00.

A motion made by Ted Miller and second by Michael Shaun Houeye to approve the recommended remaining expenditure budget activities as presented by Garrison Advertising. The motion carried.

Mrs. Estay explained that the Garrison contract will expire on June 30, 2023, but if the Board chooses, the contract can be extended for an additional two years.

A motion made by Michael Shaun Houeye and second by Ted Miller to approve the contract extension of Garrison Advertising for an additional two years. The motion carried.

Mrs. Estay explained that Raquel Manuel with Louisiana FFA was there to speak with the Board during Other Business and needed to leave, and Mrs. Estay requested the Board vote to discuss Other Business out of order.

A motion made by Susie Sharkey and second by Michael Shaun Houeye to approve addressing Other Business out of Agenda order. The motion carried.

### **OTHER BUSINESS**

Mrs. Estay stated that the Board has continuously supported promotional activities by the FFA with \$500 in past year budgets, and Mrs. Manuel was there to discuss restructured programs and new funding amounts. Mrs. Manuel made her presentation providing a brief background on the FFA programs and specifically the programs that focus on dairy. She stated that three programs focus on dairy: Dairy Cattle Evaluation \$1,500, Milk Quality and Product CDE(s) - \$1,500 and Dairy Proficiency - \$1,000. She encouraged the Board to include at least one of the programs in their promotional activities plan. Mrs. Sharkey asked for an update on the checking account balance to determine available funding. Mrs. Estay informed the Board that pending some outstanding payments or recent deposits, there was around \$90,000 in the checking account. Mr. Sinagra recommended that the Board support promotional activities of both the Milk Quality and Product CDE(s) and Dairy Cattle Evaluation.

A motion made by Darrel Sinagra and second by Ted Miller to approve both FFA promotional opportunities of Dairy Cattle Evaluation and Milk Quality and Product CDE(s) for a total of \$3,000. The motion carried.

Mrs. Estay explained that the GSYR Annual Rodeo had asked that the Board advertise again with signage at the event. Mrs. Sharkey stated that they reported that over 3,000 people attended last year's rodeo and recommended doing it again this year.

A motion made by Michael Shaun Houeye and second by Darrel Sinagra to purchase banner signage at the GSYR Rodeo. The motion carried.

Mrs. Estay reported that the approved trip for Ag Expo actual costs were more than originally expected and asked the Board to increase the In-State Administrative Travel to cover those expenses, increasing the budget from \$400 to \$600. The discussion was made that with Covid travel limitation lifted, there may be more events and Lucy Anna demonstrations throughout the year, and the budget should be increased by more to \$1,000. Mrs. Estay stated that the current budgeted amount for In-State Board Member travel could be reduced to offset the increase since there was a current vacancy on the Board and fewer funds would be needed for that line item this year.

A motion made by Michael Shaun Houeye and second by Darrell Sinagra to increase In-State Administrative Travel budget to \$1,000 and reduce In-State Board Member Travel to \$1,400. The motion carried.

### **DAIRY MAX REPORT**

Marty McKenzie with Dairy Max informed the Board that there were two employees working in Louisiana supporting promotional efforts in health and wellness working with pediatricians and communications. Mr. McKenzie stated that a big focus is working with physicians on informing parents on health and wellness with dairy. Themes are “Milk with meals and water in between, brain health and strong bones.” He reported that school marketing is still a strong focus, working with NFL teams as partners and in-school breakfasts, smoothies and coffee bars. East Baton Rouge Parish added 11 coffee bars to their high schools, 16 Livingston Parish schools added smoothies to their menu, and assistance was given to help purchase coolers, portable units to bring breakfast to the classroom and smoothie machines. He explained that there is an application process for schools to apply for the program’s grant funding assistance. The school marketing team sends out notification of the programs and initiatives by Enews and emails to school food service directors and other contacts in Louisiana. Mr. McKenzie discussed events that were upcoming on staffs’ calendars and their efforts in working with food banks. Mr. McKenzie stated that chef partnerships will continue to be leveraged where it proves cost effective. He explained that gaming is extremely popular with youth and young adults and Dairy Max is working to collaborate with Madden and leverage tournaments this spring. They will focus on featuring Saints in esports promotional efforts. He showed an example that was conducted in the fall with the Cowboys, and the Saints version will be similar. Mr. McKenzie discussed financial expenditures utilizing LDIPB assessment payments and the additional financial investment in Louisiana from Dairy Max’s commitment to the state. Mr. McKenzie offered to share any materials, photos, and videos from Dairy Max in the Board’s efforts and on the Board’s social media sites.

A motion made by Darrell Sinagra and second by Michael Shaun Houeye to accept the Dairy Max report. The motion carried.

### **PUBLIC COMMENT**

Mrs. Estay informed the Board that LDIPB recently attended the Morehouse Parish Youth Ag Day held in Bastrop with the help from LDAF’s Jeremy Hendrix. She stated that Lucy Anna would be attending the Ouachita Parish Carver McDonald Branch Library Summer Reading Program Kick-Off on June 3, 2023, and that the Florida Parish Dairy Day will be held the second week in June.

### **ADJOURNMENT**

No further comments were made. A motion made by Darrell Sinagra and second by Michael Shaun Houeye to adjourn. The motion carried.