

MINUTES

TUESDAY, JUNE 27, 2017
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
DONNIE FISHER
KENNETH RAY GILL
SUSIE SHARKEY
JERRY SIMPSON
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
ROBERT SHARKEY
MATT TRAVIS

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Donnie Fisher and second by Kenneth Ray Gill to approve the minutes of the March 27, 2017, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the May 2017 financial reports.

A motion made by Donnie Fisher and second by Jerry Simpson to approve the May 2017 financial reports. The motion carried.

FY 2018 PROPOSED BUDGET/CONTRACT

Mrs. Estay reviewed the 2017-2018 budget discussion data, including June to be recorded May assessments totaling \$17,524.65 (50% to SUDIA - \$8,762.33 and 3% to LDAF - \$525.74) and outstanding bills totaling \$2,780.50. She explained that the estimated activity through June includes current revenues - \$84,170.86; anticipated revenues - \$8,236.58; interest income - \$84.00; less outstanding bills - \$2,780.50 for a balance of \$89,710.94. Mrs. Estay stated that the estimated year activity left for June assessments are \$14,900.00 less \$7,897.00 for SUDIA and LDAF, resulting in an estimated checking end balance of \$96,713.94. She said that the estimated budget year profit/loss is \$178,734.42 in revenue and \$174,680.20 in bills and service charges for an estimated profit record of \$4,054.22 on the 2016/2017 budget.

Mrs. Estay informed board members that assessments are declining, and they will need to decide what to do about the budget. Mrs. Sharkey said there is a possibility that SUDIA may get one person to handle three states. Mrs. Estay stated that it would not make sense to pay SUDIA the same amount of money and lose a full-time Louisiana person. Mr. Fisher said that the Board gets a great deal from SUDIA for what is paid to them. Jennifer Duhon of SUDIA explained the duties she performs in the state. Doug Ackerman of SUDIA said that due to declining income, a possibility in the future is to concentrate on Fuel Up to Play 60 and schools only and cut out nutrition, industry relations and others. Mrs. Estay read the tasks that SUDIA currently is required to perform and Mr. Ackerman identified those that would likely not continue and the Board discussed. Mr. Ackerman was informed that after SUDIA had their board meeting and they determined what services they would be offering to conduct in Louisiana to put together a proposal to discuss at the next meeting in September. Chairman Sharkey informed Mr. Ackerman to get with Mrs. Estay prior to discuss matters and she would inform the board on tentative details. Mrs. Estay advised the Board that a Request for Proposals (RFP) would need to be issued for local advertising for three years and another would need to be issued for the work that SUDIA performs to address sole source requirements.

Mrs. Estay and board members discussed the FY 2018 proposed budget including assessments - \$150,000.00; interest income - \$800.00; miscellaneous income - \$7,000.00; advertising expense - \$75,000.00; SUDIA - \$75,000.00; Washington Parish Fair - \$400.00; North Louisiana Agri-Business Council - \$425.00; Coop. Extension 4-H/poster project - \$1,000.00; parish Dairy Days - \$1,000.00; FFA annual meeting-awards luncheon - \$500.00; Northwest Louisiana Dairy Show - \$250.00; LSU Spring Livestock Show Junior Dairy Social - \$300.00; promotional supplies - \$8,175.00; miscellaneous expenses - \$200.00; in-state administrative travel - \$300.00; in-state board member travel - \$3,000.00; in-state travel-meal reimbursement - \$100.00; postage - \$42.00; miscellaneous operating services - \$400.00; office supplies - \$25.00; auditing - \$1,920.00 and 3% due LDAF - \$4,500.00.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to approve the amended 2017-2018 budget as discussed. The motion carried.

A motion made by Donnie Fisher and second by Jerry Simpson to pursue a RFP for an ad agency for three years. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. He updated the Board on recent campaign activities including LSU Dad's & Daughters, LSU Baseball Junior Announcer and the GeauxDairy.com site. Mr. Garrison reviewed the 2016/2017 campaign budget which totaled \$73,547.00.

Mrs. Estay informed the Board that a committee would be needed to score the RFP's. Mrs. Sharkey asked which board members would be available to serve on the committee and appointed Mack Brown, Kenneth Ray Gill and herself as reviewers for RFP proposals. Mrs. Estay said the committee should meet in August.

A motion made by Donnie Fisher and second by Jerry Simpson to accept Garrison Advertising's report. The motion carried.

SUDIA REPORT

Jennifer Duhon of SUDIA reported on the activities that she has been doing in the state.

A motion made by Donnie Fisher and second by Kenneth Ray Gill to accept the SUDIA report. The motion carried.

Mrs. Duhon stated that she will e-mail the SUDIA written report to Mrs. Estay.

OTHER BUSINESS

Mrs. Estay informed board members of an opportunity to have an ad on the back cover of the Saints program for a cost of \$5,000.00, but they decided to pass on it.

Mrs. Estay stated that the National Association of State Departments of Agriculture is hosting their convention in New Orleans this year and the Commissioner wanted to make sure commodity groups were aware of advertising opportunities during this large event. She said that the Board could advertise at the convention for \$1,000.00.

A motion made by Donnie Fisher and second by Mack Brown to allocate \$1,000.00 for advertising at the National Association of State Departments of Agriculture convention. The motion carried.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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