

MINUTES

THURSDAY, DECEMBER 18, 2014
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
602 3RD ST
KENTWOOD CAFÉ MEETING ROOM
KENTWOOD, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 8:50 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

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

MEMBERS ABSENT

MACK BROWN
HARVEY BURFORD
DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

There was no public comment.

LDIAF COOKBOOK

Mrs. Estay informed the Board of a cookbook that Commissioner Strain put together to represent all the commodities in the state. She stated that several commodity boards were asked to participate including the Dairy Promotion Board. Mrs. Estay explained that the Board would get a page inside the 8 ½” x 11” color cookbook with a message. She said that the ad agency could design an ad to put in the cookbook. She informed board members that the cookbook would be called “Louisiana Culinary Delight – From the Farm to the Table.” Mrs. Estay said that she and Chairman Sharkey discussed the cookbook and suggested that giving \$1,000 to cover the Dairy Promotion Board’s portion would be reasonable since most of the recipes include some dairy ingredients. Mrs. Estay explained that the cookbooks would be given out free as promotions at events and that the Board’s funding would come out of the promotion budget and assist with the printing costs of the cookbooks. She said there will be some cost for the ad agency to design the ad. Mr. Conerly requested that Mrs. Estay ensure the recipes do not call for margarine, only real butter and other dairy products.

A motion made by Lanny Conerly and second by Kenneth Ray Gill to allocate \$1,000 toward costs of producing the LDAF cookbook. The motion carried.

OTHER BUSINESS

Mrs. Estay informed the Board that they usually have a booth at Ag Expo in Monroe in which staff gives out milk provided by Borden and also passes out promotional items. She stated that Borden usually donates 95 cases of milk, but can only donate 15 this year and the remainder can be purchased at \$0.29 per carton. Mrs. Estay said that purchasing the milk is not included in Ag Expo's budget and that it would cost \$1,160 to get the same amount as last year. She stated that LDAF and Ag Expo staff are trying to get other companies to donate the milk, but have not heard back from any of them yet. Mrs. Estay inquired whether the Board would be interested in sponsoring this promotional endeavor for this coming year or in the future if the free milk does not come through. She informed board members that the event takes place January 15-16 and the Board spends \$400 for a booth. Mrs. Estay explained that if the Board would like to sponsor distribution of the milk, funding could be given to the Ag Expo for them to pay for it. She suggested only giving money if Ag Expo cannot get the milk for free. Mrs. Estay informed board members that \$100,000 is budgeted for promotions, and over 10,000 people come through the Ag Expo each year with all the milk given out. Chairman Sharkey suggested giving money this coming year to sponsor giving out milk at Ag Expo if no free milk becomes available and see how it goes.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to provide funding assistance to the Ag Expo specific for dairy promotions in the form of milk, ice cream or some sort of promotion if alternative donated avenues cannot be reached. The motion carried.

A motion made by Kenneth Ray Gill and second by Robert Sharkey to allocate \$1,160 toward the previously approved funding to Ag Expo to allow for 80 cases of milk to be purchased. The motion carried.

Mr. Conerly requested that Mrs. Estay send a newsletter out to dairy farmers to let them know what the Board is doing and inform them of the new board officers and ad agency. Mr. Conerly also asked if the Board's website had been updated recently. Mrs. Estay said that she will check on the website since the ad agency has to update it.

PUBLIC COMMENT

Mrs. Estay reminded board members that they must complete ethics training before the end of the year.

ADJOURNMENT

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