

MINUTES

WEDNESDAY, DECEMBER 18, 2019
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
KENTWOOD CAFE
602 3RD ST
KENTWOOD, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 9:23 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

MEMBERS ABSENT

MACK BROWN
JOHN INGRAFFIA
ROBERT SHARKEY
SUSIE SHARKEY
MATT TRAVIS
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by John Ingraffia to approve the minutes of the September 26, 2019, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the September through October 2019 financial reports.

Mrs. Sharkey inquired about a company that has not been paying the assessment. Mrs. Estay informed board members this company has not been paying LDIPB or the national board.

She stated that she has called, emailed and sent letters to the company about the unpaid assessments, and her next step will be to send a certified letter.

A motion made by Mack Brown and second by Matt Travis to approve the September through October 2019 financial reports. The motion carried.

PROMOTIONAL OPPORTUNITY - TIGER RAG MEDIA

Mrs. Estay informed board members of a promotional opportunity with Tiger Rag Media. She said there are two options with Tiger Rag TV for commercials they would create: 1. 26 weeks of commercials (52 30-second commercials) or 2. 13 weeks of commercials (26 30-second commercials). Mrs. Estay stated that the 13-week option would cost \$2,600.00; run January, February and March in Baton Rouge, New Orleans, Lafayette and Cox 37 before the Coach O Show; and rerun at other times. She said the \$2,600.00 would have to come out of the regular budget.

Mr. Ingraffia asked if there is any way to know that the Board's current advertising is selling milk. Mrs. Estay said that there is no way to know unless the person buying it is asked. Mr. Ingraffia suggested messaging that concentrates on real milk, butter and cheese. Mrs. Estay informed board members that the Board already promotes dairy and goes into schools to educate on the benefits of dairy, but is not allowed to disparage one product over another. She said the Board can work with Garrison Advertising on some new messaging and the digital ads on the internet would be a good opportunity to do that. Board members decided to pass on the Tiger Rag Media opportunity. Mrs. Estay said that since the sports market is covered, she will check with national to see what the Board can or cannot say in new messaging. She said that she will get Garrison to come up with additional messaging that will target a new audience focusing on real dairy.

OTHER BUSINESS

Mrs. Sharkey informed the Board that they need to vote for a director for Dairy Max.

Mack Brown nominated and Robert Sharkey seconded Susie Sharkey for Dairy Max Director. With no further nominations coming forward, Susie Sharkey was elected Dairy Max Director by acclamation.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Mack Brown and second by Matt Travis to adjourn. The motion carried.