

MINUTES

TUESDAY, FEBRUARY 7, 2012
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
VETERANS MEMORIAL AUDITORIUM
BATON ROUGE, LA

CALL TO ORDER

Chairman Lanny Conerly 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 Conerly.

MEMBERS PRESENT

PAUL ALFORD
LANNY CONERLY
RUSSELL CREEL
DONNIE FISHER
ROBERT SHARKEY*
JERRY SIMPSON
MICHELLE ESTAY (COMMISSIONER STRAIN'S DESIGNEE)

MEMBERS ABSENT

SUSIE SHARKEY

*Robert Sharkey arrived after the official roll was called.

APPROVAL OF MINUTES

A motion made by Donnie Fisher and second by Russell Creel to approve the minutes of the November 8, 2011, meeting. The motion carried.

FINANCIAL REPORT

Michelle Estay read the December 2011 financial report, the most current full set of financials available to approve.

A motion made by Donnie Fisher and second by Jerry Simpson to approve the December 2011 financial report. The motion carried.

Mrs. Estay read the information available from the partial January 2012 financial report. She stated that there was a funding request from LSU for the Dairy Social and one for the FFA Annual Convention, both of which have already been approved in the budget.

XDESIGN UPDATE AND 2012 PROMOTIONAL STRATEGY

Christine Kennedy of XDesign, Inc. reviewed the agency's marketing and advertising budget for the period of July 1, 2011, to June 30, 2012. Her presentation included the amount budgeted, amount invoiced and amount remaining for the Saints Yearbook Ad, 2011 T-Shirts, Xdesign Services (Administrative and Creative/Production), Media/Public Relations, Media Buy, Social Media (December – June @ 1,500/month) and the GeauxDairy.com Redesign. The total budget is \$108,992.50, amount invoiced is \$44,215.00 and amount remaining is \$64,777.50.

Ms. Kennedy stated that the previously produced Dairy Board commercials will run March 5 through May 27 on mostly cable outlets in Shreveport, New Orleans, Hammond and Baton Rouge and will cost \$40,000.00. Ms. Kennedy presented the Board with a proposed script change for the commercial that focuses more on purchasing the milk instead of only being about the dairy farmer. The same footage will be used and the same farmer, Philip Verberne, will record the new proposed script. Ms. Kennedy read the original script and then the proposed script. She stated that the script would be tweaked toward actual consumption and target women ages 25-34 and individuals ages 12-17. Board members were in favor of using the new proposed script. Ms. Kennedy said that she will be in touch with Mrs. Estay on coordinating with Philip Verberne to record the new script for the commercial.

Hunter Territo presented the proposed redesigned website which is ready to launch. Website categories include "About Us," "News & Events," "Recipes," "Nutrition," "Photos," "Kids Corner," "Advertising" and "Contact." The content for the redesigned website was pulled from the existing site. Mr. Territo then presented the Board's Facebook and Twitter pages. He stated that the website, Facebook page and Twitter page all have the same brand elements. Mr. Territo advised the Board that once the main website has been finished, the mobile site will then be completed. He informed the Board that Google Analytics will allow the website activity to be monitored. XDesign can give the Board these Analytics reports monthly and emphasize five or six high points. Mr. Territo stated that he can also give Mrs. Estay the login information to Google Analytics if the Board would like him to do so.

A motion made by Donnie Fisher and second by Paul Alford to approve the XDesign report and 2012 promotional strategy. The motion carried.

SUDIA REPORT

Janet Grubbs and Linda Greco presented the SUDIA report. This report focused on the theme, "Dedicated to Dairy" and included an update on the agenda, SUDIA officers, UDIA officers, 2012 SUDIA directors by state, SUDIA's 2012 budget, the mission and direction, the reason for the current direction, price and volume over time, program strategies, schools being the key to future consumption, SUDIA program strategies, dairy everywhere in Louisiana schools, "Fuel Up to Play 60," Rotolo's pizza contest, Louisiana MVP Council, educating health professionals, "Dedicated to Dairy," www.dedicatetodairy.com, June Dairy Month, Southern Living- "The Face of Dairy Farm Families" and tanker decals. Mrs. Grubbs stated that there will be a dairy farmer spokesperson training in Jackson, Mississippi, on February 22. Mrs. Grubbs and Mrs. Greco played the "Dedicated to Dairy – Louisiana Compilation Video" that was filmed at Louisiana dairy farms.

PUBLIC COMMENT

Dr. Wayne Gauthier from the LSU AgCenter said that either three or four quarters would qualify for the Dairy Tax Credit. Three quarters would qualify without indexing, and four quarters would qualify if the cost of production is indexed. Dr. Gauthier informed the Board that indexing was used in 2008. He said there would be a committee meeting the first of March to discuss the issue and make a decision.

Dr. Charles Hutchison from the LSU AgCenter thanked the Board for sponsoring the Dairy Social.

Gary Cazaubon of the Department of Health and Hospitals stated that the somatic cell count regulations did not change, but 400,000 is enforced by the industry. He said that tracking showed Louisiana averaged 400,000. Mr. Cazaubon advised the Board that there will be some changes in production management. Donnie Fisher explained the process and said that it was set up to be as lenient as possible.

OTHER BUSINESS

The Board acknowledged LDIPB Assistant Director Rebecca Riecke's pending maternity leave.

ADJOURNMENT

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