

MINUTES

THURSDAY, JUNE 30, 2011
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
LDAF 2ND FLOOR CONFERENCE ROOM
BATON ROUGE, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 9:15 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
DONNIE FISHER
ROBERT SHARKEY
SUSIE SHARKEY
MICHELLE ESTAY (COMMISSIONER STRAIN'S DESIGNEE)

MEMBERS ABSENT

RUSSELL CREEL
JERRY SIMPSON

CONFIRMATION OF ASSISTANT DIRECTOR

Mrs. Estay explained that Rebecca Riecke has been working on tasks for the LDIPB for quit some time and requested that the Board officially confirm her as Assistant Director.

A motion made by Donnie Fisher and second by Paul Alford to confirm Rebecca Riecke as Assistant Director for the Louisiana Dairy Industry Promotion Board. The motion carried.

APPROVAL OF MINUTES

A motion made by Paul Alford and second by Susie Sharkey to approve the minutes of the February 1, 2011, meeting. The motion carried.

FINANCIAL REPORT

Michelle Estay read the May 2011 financial report. She informed the Board that it is over budget in office supplies because of the mailing for the referendum vote and suggested increasing the yearly budget in this category to \$60 since \$59.85 was actually spent.

A motion made by Donnie Fisher and second by Robert Sharkey to approve increasing the yearly office supplies budget to \$60. The motion carried.

Mrs. Estay informed the Board that it is over budget in meal reimbursements for in-state travel due to the SUDIA summer board meeting in New Orleans. She suggested increasing the yearly budget in this category to \$215.

A motion made by Donnie Fisher and second by Robert Sharkey to approve increasing the yearly in-state travel-meal reimbursement budget to \$215. The motion carried.

Mrs. Estay explained that the Board approved spending into savings and said that \$50,000 has been transferred into the checking account to cover the remaining bills. She estimated that after assessments come in for the month, the Board will have spent \$30,000 out of savings for the fiscal year. Ms. Estay explained that accurate numbers would be available at the next meeting once all bill payments and assessments have been recorded for June.

A motion made by Donnie Fisher and second by Robert Sharkey to approve the financial report. The motion carried.

FY 2012 PROPOSED BUDGET

Mrs. Estay presented the 2011/2012 proposed budget to the Board, explaining which categories would remain the same, the ones that would be reduced and the remaining categories that would be removed altogether. She distributed a hard copy 2011/2012 Proposed Budget with revenues totaling \$258,500 and expenses totaling \$271,025. The Board discussed the amount that it should spend into savings. Chairman Conerly explained that the reason the Board has retained the level of funds in the savings account is because of a former ad agency that committed a substantial amount of money on the Board's behalf for TV spots and then went bankrupt. After the Board paid the ad agency for the TV spots, the TV stations were never paid and then came back on the Board for payment. Chairman Conerly requested that the Board review the current situation with the ad agency to check the Board's liability. Board members agreed to reduce the reserve funds in the savings account to \$120,000. Mrs. Estay stated that the 2011/2012 proposed budget would mean the Board would go approximately \$13,000 into savings.

A motion made by Donnie Fisher and second by Susie Sharkey to accept the recommendations for next year's proposed budget. The motion carried.

Mrs. Estay advised the Board that some organizations contacted her that are interested in working with the Board, including McNeese State University, Louisiana High School Athletic Association and the Saints. She said that she will pass along this information to the new ad agency.

GMC+ ADVERTISING REPORT

Glenda English and Sarah McGriff of GMC+ Advertising presented the advertising report, which included overall media initiatives, Dairy Board promotional material, the print ad campaign, Radio Disney campaign and the television campaign.

SUDIA REPORT

Eric McClain and Linda Greco of SUDIA updated the Board on their dairy promotion efforts that emphasized the theme, “Dedicated to Dairy: Our Cows, Our Milk, Our Land.” These promotional updates included the agenda for today, program strategies, dairy programs in Louisiana schools, the Fuel Up to Play 60 new player, partner events, June Dairy Month, McDonald’s partnership update, 2011 upcoming rollouts, 2011 market tests, results 2009-2011, “Dedicated to Dairy,” dairy promotional kits, and the Louisiana Dairy Industry Promotion Board 2011 budget.

PUBLIC COMMENT

Gary Cazaubon, Milk and Dairy Program Administrator for the Louisiana Department of Health and Hospitals, stated that his staff member, Mario Parodi, passed away in June. He also advised the Board that Louisiana Tech is disbursing its herd and closing the dairy Saturday, July 2.

Chairman Conerly requested that Dr. Wayne Gauthier from the LSU AgCenter comment on the dairy tax credit. Dr. Gauthier stated that all five months of the year thus far have qualified for the tax credit.

OTHER BUSINESS

There was no other business.

REQUEST FOR PROPOSALS (RFP) – SELECTION OF PROPOSAL

The first advertising agency to give an oral presentation for consideration as the Board’s ad agency, The Food Group, presented their proposal to the Board. The Food Group staff who made the presentation included Kyle Kraus, Troy Hayes and Stacey Mendoza.

Chairman Conerly stated that the Board would take a five minute break before the next presentation.

Chairman Conerly stated that the meeting was reconvened. The second advertising agency selected to give an oral presentation, Xdesign, presented their proposal to the Board. Xdesign staff who made the presentation included Jamey Crump, Christine Kennedy and Hunter Territo; also included in the presentation were Skipper Bond and Jordan Friedman of Bond PR in New Orleans, a company that Xdesign has a strategic alliance with.

Chairman Conerly stated that the board would take a ten minute break before scoring the ad agencies.

Chairman Conerly reconvened the meeting. Mrs. Estay requested a LDAF attorney’s opinion as to whether the Board needed to go into executive session to discuss financial matters concerning the ad agencies that presented proposals. Mrs. Ward asked LDAF Attorney Marvin

Montgomery if the Board needed to go into executive session, and he said that the Board did not; he advised the Board to remain in an open meeting. The Board scored both advertising agencies using forms provided from Wanda Ward of LDAF.

Chairman Conerly stated that the Board would need to set a time for the next meeting and suggested that it be in early August. The next meeting was set for Wednesday, August 10 at 10:00 a.m. Paul Alford requested that food be ordered for the next meeting.

ADJOURNMENT

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