

MINUTES
IN-PERSON MEETING OF THE
LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, SEPTEMBER 19, 2023, 5:30 P.M.
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
HAMMOND CONFERENCE ROOM
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA 70401

CALL TO ORDER

Vice Chairman Eric Morrow called the meeting to order at 5:41 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Ms. Riecke.

MEMBERS PRESENT

TREY HARRIS
NATALIE FAUST JONES
LOU ANN LEBLANC
KEVIN LIUZZA
MARK LIUZZA
SHELLEY MATHERNE
ERIC MORROW
REBECCA RIECKE – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

DR. CHARLIE HUTCHISON
HEATHER ROBERTSON

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Eric Morrow opened the floor for nominations for chairman.

Shelley Matherne nominated and Trey Harris seconded Eric Morrow for chairman.

A motion was made by Kevin Liuzza and seconded by Shelley Matherne to close the nominations for chairman. With no further nominations coming forward, the motion carried, and Eric Morrow was elected chairman with a unanimous vote.

Eric Morrow opened the floor for nominations for vice-chairman.

Kevin Liuzza nominated and Trey Harris seconded Natalie Faust Jones for vice-chairman.

A motion was made by Shelley Matherne and seconded by Mark Liuzza to close nominations for vice-chairman. With no further nominations coming forward, the motion carried, and Natalie Faust Jones was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

Brandy Cummings Miller introduced herself as the historian preservation chair of the Louisiana Strawberry Preserve Society. She requested a promotion partnership with the board to produce a documentary on the Louisiana strawberry. She is enlisting the help of the farmers to capture the true meaning of being a strawberry farmer in Louisiana.

APPROVAL OF MINUTES

A motion was made by Shelley Matherne and seconded by Trey Harris to approve the minutes of the January 31, 2023, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2023 and July through August 2023 financial reports, copies of which were distributed to each member.

A motion was made by Kevin Liuzza and seconded by Shelley Matherne to approve the fiscal year 2023 and July through August 2023 financial reports. The motion carried.

FY 2024 PROPOSED BUDGET

Ms. Riecke presented the fiscal year 2024 proposed budget with the estimated income of \$30,000.00 in strawberry assessments; \$24,278.38 in grant income from the Specialty Crop Block Grant; and \$10,000.00 in grant income from the Certified Louisiana Program Promotional Grant for a total of \$64,278.38. She reviewed budget category expenses including \$28,650.00 for advertising; \$850.00 for legislative egg breakfasts table/chair rental; \$500.00 for Louisiana FFA Association - State Proficiency Award; \$24,278.38 for Specialty Crop Block Grant expenses; and \$10,000.00 for Certified Louisiana Program Promotional Grant expenses for a total of \$64,278.38.

After discussion, the budget was amended to reflect the estimated income of \$32,500.00 in strawberry assessments; \$24,278.38 in grant income from the Specialty Crop Block Grant; and \$10,000.00 in grant income from the Certified Louisiana Program Promotional Grant for a total of \$66,778.38. Expenses were also amended to \$28,650.00 for advertising; \$850.00 for legislative egg breakfasts table/chair rental; \$500.00 for Louisiana FFA Association - State Proficiency Award; \$2,500.00 for Louisiana Strawberry Preserve Society documentary; \$24,278.38 for Specialty Crop Block Grant expenses; and \$10,000.00 for Certified Louisiana Program Promotional Grant expenses for a total of \$66,778.38.

A motion was made by Trey Harris and seconded by Shelley Matherne to approve the amended fiscal year 2024 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report, copies of which were distributed to each member. Mr. Garrison reviewed the budget breakdown for the 2023 campaign that included radio (budget - \$4,500.00, YTD spent - \$4,073.59); billboards (budget - \$21,391.00, YTD spent - \$21,004.73); and agency account support services (budget - \$2,800.00, YTD spent - \$2,864.34) for a total of \$28,691.00 budgeted and \$27,942.66 spent. He discussed the four-week statewide radio campaign and billboards, explaining that bonus time was afforded to the Board since some billboards remained up past the purchased date.

Mr. Garrison discussed the 2023 LAFA Certified grant spending that included TV commercials on cable television (budget - \$4,500.00, YTD spent - \$4,406.01); digital ads (budget - \$5,000.00, YTD spent - \$5,000.00); promotional items (budget - \$4,500.00, YTD spent - \$4,451.69); and a magazine ad (budget - \$1,000.00, YTD spent - \$1,000.00) for a total of \$15,000.00 budgeted and \$14,857.70 spent. He reviewed cable TV reach and impressions; digital campaign delivery; and the Louisiana Cookin' magazine ad.

Mr. Garrison presented the 2023 Specialty Crop budget consisting of the spring 2023 digital campaign which included connected television (CTV) (budget - \$5,550.00, YTD spent - \$5,550.00); cross device pre-roll, A25-54 and grocery shoppers (budget - \$4,200.00, YTD spent - \$4,200.00); programmatic audio – targeting grocery shoppers (budget - \$6,375.00, YTD spent - \$6,374.99); full device, mobile interstitials, F25-54 and grocery shoppers (budget - \$4,050.00, YTD spent - \$4,050.00); value added – BT high impact and standard display, F25-54 with grocery shopping intent and grocery store visitors (budget - \$0.00, YTD spent - \$0.00); and agency services and coordination (budget - \$3,325.00, YTD spent - \$2,750.00) for a total of \$23,500.00 budgeted and \$22,924.99 spent. He reviewed the digital Specialty Crop campaign delivery, breaking down the results by connected television (CTV); cross device pre-roll; programmatic audio; full device, mobile interstitials; and value-added BT high impact and standard display.

Mr. Garrison showed photos of community and educational events that the Board participated in. He explained that the Board's promotional items were distributed, and the mascot Jazzy was present at these events.

Mr. Garrison and Brad BonGiovanni presented potential new advertising ideas for the upcoming season including a proposed video approach and samples of photography, video and social media.

FY 2023-2024 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Ms. Riecke informed the Board that it can apply to receive \$10,000.00 in grant funding from the Certified Louisiana Program Promotional Grant this year as opposed to \$15,000.00 in previous years. She explained expenses that are eligible under the program guidelines. Ms.

Riecke reviewed how the funds were used last year including cable television advertising - \$4,500.00; digital display ads - \$5,000.00; giveaway items - \$4,500.00; and a magazine ad - \$1,000.00 for a total budget of \$15,000.00, each category including agency advertising fees.

Ms. Riecke requested feedback from board members regarding advertising with the current grant and explained that the grant application is due September 30. She stated that all advertising done with these grant funds must have the Certified Farm to Table logo on it. Mrs. Matherne inquired about reallocating some of the money to different categories. The suggestion was made to eliminate cable television advertising and allocate grant funding for web expenses - \$7,000.00 (broken down into social media - \$2,500.00 and web streaming - \$4,500.00); promotional items - \$2,000.00; and a magazine ad - \$1,000.00 for a total of \$10,000.00.

A motion was made by Natalie Faust Jones and seconded by Trey Harris to approve the director to apply for FY 2023-2024 Certified Louisiana Program Promotional Grant funding for the following: promotional giveaway items - \$2,000.00; web expenses - \$7,000.00 (broken down into social media - \$2,500.00 and web steaming - \$4,500.00); and a magazine ad - \$1,000.00 for a total of \$10,000.00. The motion carried.

PUBLIC COMMENT

There was no public comment.

ANNOUNCEMENTS

Ms. Riecke stated that she has copies of the prevention of sexual harassment training acknowledgment form that must be turned in after training has been completed. She reminded board members to complete the ethics training by December 31 this year. Ms. Riecke informed board members that the Strawberry Marketing Board will be an exhibitor at the Farm to School Conference on October 11 at the Pennington Biomedical Research Center Conference Center in Baton Rouge and provide samples of the Jazzy coloring and activity books to make participants aware of the strawberry educational items available. She also reminded members of the vacant position on the Board that needs to be filled.

ADJOURNMENT

No further comments were made. A motion was made by Trey Harris and seconded by Mark Liuzza to adjourn. The motion carried.