

MINUTES

TUESDAY, JANUARY 11, 2022
LOUISIANA STRAWBERRY MARKETING BOARD HYBRID-REMOTE MEETING
47076 NORTH MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA
TELECONFERENCE/ZOOM: <https://us06web.zoom.us/j/84076099807>
TELEPHONE - DIAL: 636-651-3185, 877-810-9415 (US TOLL FREE)
CONFERENCE CODE: 714696

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:34 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

WILLIAM FLETCHER
DR. CHARLIE HUTCHISON
KEVIN LIUZZA (JOINED AFTER ROLL CALL)
SHELLEY MATHERNE
HEATHER ROBERTSON
COMMISSIONER MIKE STRAIN, DVM
JEFF WRIGHT

MEMBERS ABSENT

TREY HARRIS
MARK LIUZZA
ERIC MORROW

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion was made by Heather Robertson and seconded by Jeff Wright to approve the minutes of the October 5, 2021, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through November 2021 financial reports. She informed the Board of account balances, income and expenses. Ms. Riecke asked if there were any questions regarding the financials, and there were none.

A motion was made by Heather Robertson and seconded by Shelley Matherne to approve the September through November 2021 financial reports. The motion carried.

GARRISON ADVERTISING REPORT AND 2022 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report. He explained the 2022 guiding strategy. Mr. Garrison reviewed the budget breakdown for the 2022 campaign consisting of radio (budget - \$4,030.00); billboards (budget - \$22,000.00); and agency account support services (budget - \$2,770.00) for a total of \$28,800.00 budgeted. He briefly reviewed the 2022 four-week statewide radio campaign and the billboard ad design.

Mr. Garrison updated the Board on the 2022 LAFA Certified Louisiana grant budget including cable television (budget - \$4,500.00); digital ads (budget - \$5,000.00); promotional items (budget - \$4,500.00) and magazine ad (budget - \$1,000.00) for a total of \$15,000.00 budgeted with agency compensation included. He reviewed the digital ads and magazine ad.

Mr. Garrison proceeded to update the Board on the 2022 Specialty Crop grant digital campaign budget including connected television (budget – \$5,550.00); cross device pre-roll (budget - \$5,600.00); programmatic audio (budget - \$7,000.00); full device, mobile interstitials (budget - \$2,025.00); value added – BT high impact and standard display (budget - \$0.00); and agency services and coordination (budget - \$3,325.00) for a total of \$23,500.00 budgeted.

Mr. Garrison requested feedback from board members for promotional items that will be purchased with 2022 LAFA Certified Grant funds. Ms. Riecke suggested ordering stickers since they are popular to hand out at events and the supply is running low. Commissioner Strain suggested yard signs that have the Certified logo and a strawberry very prominent that can be placed at farmers' markets to let people know that strawberries are being sold. Mrs. Robertson stated that the farmers' market she attends puts signage out letting people know when it is open, and it can put the strawberry signs up, too. Ms. Riecke said that she will let board members know when the signs come in. Mr. Garrison stated that these signs can also be used at U-pick farms. Mrs. Robertson remarked that the Board may want to purchase additional t-shirts if they are running low. Ms. Riecke stated that she will check the t-shirt inventory and see if it is something the Board needs to reorder.

Ms. Riecke stated that under the Specialty Crop funding, the same ads that have already been developed will be used. Mr. Garrison informed board members that they will start the first week of February. Ms. Riecke asked about the billboards, and Mr. Garrison stated they will begin mid-February and run through the end of April.

Ms. Riecke announced that Kevin Liuzza had joined the meeting remotely.

A motion was made by Heather Robertson and seconded by Kevin Liuzza to approve Garrison Advertising's marketing proposal and budget. The motion carried.

OTHER BUSINESS

Ms. Riecke reminded Board members to complete ethics and sexual harassment prevention training by the end of the year.

PUBLIC COMMENT

Ms. Riecke informed board members that financial disclosure forms need to be filed by the due date in May.

ADJOURNMENT

No further comments were made. A motion was made by Heather Robertson and seconded by Shelley Matherne to adjourn. The motion carried.