

MINUTES

TUESDAY, SEPTEMBER 20, 2022
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:30 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

LARRY BYERS
WILLIAM FLETCHER
TREY HARRIS
DR. CHARLIE HUTCHISON
SHELLEY MATHERNE
ERIC MORROW
HEATHER ROBERTSON
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)

MEMBERS ABSENT

KEVIN LIUZZA
MARK LIUZZA

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

William Fletcher opened the floor for nominations for chairman.

Eric Morrow nominated and Heather Robertson seconded William Fletcher for chairman.

A motion was made by Larry Byers and seconded by Trey Harris to close the nominations for chairman. With no further nominations coming forward, the motion carried, and William Fletcher was elected chairman with a unanimous vote.

William Fletcher opened the floor for nominations for vice-chairman.

Trey Harris nominated Eric Morrow for vice-chairman.

A motion was made by Heather Robertson and seconded by Trey Harris to close the nominations for vice-chairman. With no further nominations coming forward, the motion carried, and Eric Morrow was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion was made by Shelley Matherne and seconded by Eric Morrow to approve the minutes of the January 11, 2022, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2022 and July through August 2022 financial reports, copies of which were distributed to each member.

A motion was made by Heather Robertson and seconded by Shelley Matherne to approve the fiscal year 2022 and July through August 2022 financial reports. The motion carried.

FY 2023 PROPOSED BUDGET

Ms. Riecke presented the fiscal year 2023 proposed budget with the estimated income of \$30,000.00 in strawberry assessments; \$23,500.00 in grant income from the Specialty Crop Block Grant; and \$15,000.00 in grant income from the Certified Louisiana Program Promotional Grant for a total of \$68,500.00. She reviewed budget category expenses including \$28,691.00 for advertising; \$809.00 for legislative egg breakfasts table/chair rental; \$500.00 for Louisiana FFA Association - State Proficiency Award; \$23,500.00 for Specialty Crop Block Grant expenses; and \$15,000.00 for Certified Louisiana Program Promotional Grant expenses for a total of \$68,500.00.

A motion was made by Heather Robertson and seconded by Trey Harris to approve the fiscal year 2023 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 2022 campaign that included radio (budget - \$4,030.00, YTD spent - \$3,926.97); billboards (budget - \$22,000.00, YTD spent - \$21,350.06); and agency account support services (budget - \$2,770.00, YTD spent - \$3,005.00) for a total of \$28,800.00 budgeted and \$28,282.03 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 2022 LAFA Certified grant spending that included TV commercials on cable television (budget - \$4,500.00, YTD spent - \$4,500.37); digital ads (budget - \$5,000.00, YTD spent - \$5,000.00); promotional items (budget - \$4,500.00, YTD spent - \$4,450.45); and a magazine ad (budget - \$1,000.00, YTD spent - \$1,000.00) for a total of \$15,000.00 budgeted and \$14,950.82 spent. He reviewed cable TV reach and impressions; digital campaign delivery; and the Louisiana Cookin' magazine ad.

Mr. Garrison presented the 2022 Specialty Crop budget consisting of the spring 2022 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 - \$5,600.00, YTD spent - \$5,600.00); programmatic audio – targeting grocery shoppers (budget - \$7,000.00, YTD spent - \$7,000.00); full device, mobile interstitials, F25-54 and grocery shoppers (budget - \$2,025.00, YTD spent - \$2,025.00); 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 - \$3,100.00) for a total of \$23,500.00 budgeted and \$23,275.00 spent. He reviewed the digital Specialty Crop campaign delivery, breaking down the results by connected television (CTV); 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 informed board members that some of the Board's promotional signs were given to a roadside stand that placed them by the road to let consumers know that Louisiana strawberries were available.

FY 2022-2023 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Ms. Riecke informed the Board that it can apply to receive \$15,000.00 in grant funding from the Certified Louisiana Promotional Grant this year. 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. Robertson expressed that she is satisfied with the way the funds were spent last year. Mr. Fletcher asked Mr. Garrison if the Board would be able to get the same price for the magazine ad as it did last year. Mr. Garrison explained that the Board was able to get the ad in Louisiana Cookin' last year at a discounted rate since it was the first year that the Board advertised in the magazine but may not be able to get the same size ad for the same price this year. He informed board members that the ad would appear in the March/April issue. Ms. Riecke stated that the Board can vote on a budgeted amount to spend on the magazine ad since that information needs to be included in the grant proposal, and Mr. Garrison can work with Louisiana Cookin' to get the largest size ad available at that price.

Ms. Riecke recapped the amount allocated to each grant budget category. She asked for feedback from board members regarding promotional items to be purchased. Ms. Riecke informed the Board that the Jazzy coloring books, crayons and stickers are popular items that the Board gives out frequently and recommended reordering. Mr. Morrow inquired about the sign inventory, and Ms. Riecke stated that there are plenty in stock. Ms. Riecke explained that the Board can vote on the Certified Louisiana Program Promotional Grant budget today, and the particular promotional items can be decided later.

A motion was made by Heather Robertson and seconded by Shelley Matherne to approve the director to apply for FY 2022-2023 Certified Louisiana Program Promotional Grant funding for the following: cable television ads - \$4,500.00; digital display ads - \$5,000.00; promotional items - \$4,500.00; and a magazine ad - \$1,000.00 for a total of \$15,000.00. The motion carried.

OTHER BUSINESS

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 LDAF will be an exhibitor at the Farm to School Conference on September 28 at the Pennington Biomedical Research Center Conference Center in Baton Rouge, and the Board will provide samples of the Jazzy coloring and activity books to make participants aware of the strawberry educational items available.

PUBLIC COMMENT

Shelley Matherne inquired if the Specialty Crop Block Grant budget can be adjusted. Ms. Riecke explained that it is a three-year grant, and a budget was submitted with the proposal detailing specific amounts on how the funding would be spent. Mrs. Matherne asked if it would be possible to increase the full device interstitial ads and decrease the other ads since the interstitial ads were more effective in year one of the grant. Ms. Riecke stated that she will check with LDAF's Michelle Estay who administers the Specialty Crop Grant to see what the process would be to make this change. Mr. Garrison said that he will check with the digital ad vendor on making changes as well.

ADJOURNMENT

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