

**MINUTES**

TUESDAY, NOVEMBER 19, 2013  
LOUISIANA STRAWBERRY MARKETING BOARD MEETING  
47076 NORTH MORRISON BOULEVARD  
HAMMOND, LA

**CALL TO ORDER**

Vice-Chairman William Fletcher called the meeting to order at 5:44 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 Mrs. Riecke.

**MEMBERS PRESENT**

WILLIAM FLETCHER  
KEVIN LIUZZA  
MARK LIUZZA  
ERIC MORROW  
HEATHER ROBERTSON  
REBECCA RIECKE (COMMISSIONER MIKE STRAIN DVM'S DESIGNEE)

**MEMBERS ABSENT**

REGINA BRACY  
AMANDA HEBERT  
CHRIS OLAH

**PUBLIC COMMENT**

Neal Gladner of Louisiana Network presented a proposal for a five-week statewide radio campaign beginning spring 2014.

**APPROVAL OF MINUTES**

A motion made by Eric Morrow and second by Kevin Liuzza to approve the minutes of the August 29, 2013, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Riecke read the financial reports for the months of August, September and October 2013.

A motion made by Kevin Liuzza and second by Eric Morrow to approve the August, September and October 2013 financial reports. The motion carried.

## **SPECIALTY CROP GRANT CONTRACT**

Mrs. Riecke explained that the Board would need to enter into a contract with the Louisiana Department of Agriculture & Forestry to receive the Specialty Crop Block Grant funding of \$41,714.37. She informed board members that a draft copy of the contract was included in their meeting packet for their review.

A motion made by Kevin Liuzza and second by Eric Morrow to enter into a contract with the Louisiana Department of Agriculture & Forestry (LDAF) for the Board to receive a Specialty Crop Block Grant award in the amount of \$41,714.37. The motion carried.

A motion made by Kevin Liuzza and second by Eric Morrow to approve the draft contract with LDAF provided and authorize Director Rebecca Riecke to sign it on behalf of the Board. The motion carried.

## **SELECTION OF STRAWBERRY RFP EVALUATION COMMITTEE**

Mrs. Riecke informed board members that they would need to vote to select a committee to evaluate the Strawberry RFP proposals submitted.

A motion made by Kevin Liuzza and second by Eric Morrow to select William Fletcher, Kevin Liuzza, Mark Liuzza, Eric Morrow and Heather Robertson as the evaluation committee to score submitted Strawberry RFP proposals. The motion carried.

## **SCORING OF STRAWBERRY RFP PROPOSALS**

Wanda Ward, in charge of contracts for LDAF, explained that four proposals were received in response to the RFP. She stated that all proposals received must undergo an administrative mandatory screening to ensure that all mandatory requirements are met. Mrs. Ward said that only one applicant submitted all of the information that they were required to submit. She informed the Board that it has the authority to reject all proposals submitted. Mrs. Ward stated that the one proposal that met all of the mandatory requirements had to be scored. She distributed and explained handout materials to the evaluation committee for their use in scoring the RFP proposal.

A motion made by Eric Morrow and second by Kevin Liuzza to recess the meeting for scoring of the RFP proposal. The motion carried.

The meeting recessed at 6:06 p.m.

A motion made by Kevin Liuzza and second by Eric Morrow to reconvene the meeting. The motion carried.

The meeting reconvened at 6:52 p.m.

A motion made by Kevin Liuzza and second by Heather Robertson to reject all RFP proposals submitted. The motion carried.

A motion made by Kevin Liuzza and second by Heather Robertson to reissue the Request for Proposals for consulting services to administer the Board's advertising, promotion, and public relations program. The motion carried.

Mrs. Riecke informed the Board that an evaluation committee would need to be selected to score the proposals submitted when the RFP is reissued.

A motion made by Kevin Liuzza and second by Heather Robertson to have all members present at the next board meeting serve as the RFP evaluation committee. The motion carried.

### **FY '14 PROPOSED BUDGET**

Mrs. Riecke presented the FY '14 proposed budget which included expenses required to advertise the RFP in newspapers: Capital City Press for \$38.78 and NOLA Media Group for \$50.74; expenses that were budgeted in the previous fiscal year: 5 Star Events (Capitol Egg Breakfast) for \$740.00, television advertising through the ad agency for \$16,050.00, Louisiana FFA Association (State Proficiency Award) for \$500.00, Louisiana Network (radio advertising) for \$8,000.00 and Network Solutions (website domain name registration) for \$114.00; and a newly proposed expense for the current fiscal year: LPB (Saturday Cooking Block on LPB/Daily Cooking Block on LPB2) for \$5,750.00.

A motion made by Kevin Liuzza and second by Eric Morrow to approve all expenses included in the FY '14 proposed budget. The motion carried.

### **OTHER BUSINESS**

A motion made by Heather Robertson and second by Eric Morrow to enter into a contract with LPB for television advertising in the amount of \$5,750.00. The motion carried.

### **PUBLIC COMMENT**

Neal Gladner of Louisiana Network expressed appreciation for the Board's business.

### **ADJOURNMENT**

No further comments were made. A motion made by Eric Morrow and second by Mark Liuzza to adjourn. The motion carried.