

PROCEEDINGS
LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION
January 03, 2013
1:00 P.M.
LSU EXTENSION OFFICE
8592 Hwy 1
Mansura, LA

Call to Order

Matt Garber called the meeting to order at 1:02 PM

Roll Call

René Simon called roll and declared a quorum.

Members Present

Rickey Ables
Nelson Bordelon
Norm Brown, Jr.
Larry Fontenot
Matt Garber
Kalvin Keys
Ken Thornhill
Dr. Tara Smith

Members Absent

Seth Dawson
Walter Tuma

Public Comments

There were no comments

Approval of Minutes for the June 18, 2012 meeting

Ken Thornhill made the motion to approve the Minutes as sent via email. It was seconded by Mr. Brown and passed unanimously.

Financial Reports

Mr. Simon went over the Financial Report. Mr. Thornhill commented on the history of the Board's Finances and the great shape they are in at the present time. Mr. Bordelon noted that there were fewer acres (9,300) grown in Louisiana at this time. Mr. Keys ask for a break out on revenue from fresh and processed sweet potatoes. He would also like to know the dollar amount spent on promotions for fresh and processed sweet potatoes. A Motion to accept the Financial Report was made by Mr. Brown and seconded by Mr. Ables and passed unanimously.

Director's Report

Mr. Simon began by welcoming Mr. Brown, Mr. Fontenot and Mr. Tuma to the board. He commented on the loss of Mr. Lee Lois Jones.

Mr. Simon attended the judging of the Recipe contest in July at Delgado in New Orleans and the Field Day in August at Chase. We had beads made for PMA to hand out and attended that show in Anaheim, CA in October. He also attended the Ag Center Exchange meeting at LSU in December and stated that the major concern was new varieties. Dr. Smith stated that Insurance was also a major concern. Mr. Simon showed a new format for the pink and green tags which have to be included in each box that is packed. Louisiana is written in big letters on the front. Mr. Thornhill also suggested that Louisiana be put on the back of the tags.

Report from Diane Allen and Associates

Al McDuff began by introducing Meagan Cleworth, a new employee to DAA. He then turned the meeting over to Nancy Steiner who gave the report. She talked about the 2013 Recipe contest and judging which will be held at Delgado Community College on Wednesday, June 19th at 11:00 A.M. Setting the date now allows more time to recruit qualifying chefs to judge. She discussed Holly Clegg's appearances and went over several possible options for additional promotions.

Nomination to fill unexpired term of Lee Lois Jones

Mr. Garry Lee Jones was nominated to fill his father's term. The motion was made by Mr. Thornhill. It was seconded by Mr. Brown. Mr. Bordelon made the motion to close the nominations. It was seconded by Mr. Fontenot and passed unanimously.

Other Business

LRA's LOUISIANA FOODSERVICE & HOSPITALITY EXPO was discussed. Mr. Fontenot made the motion to allow a budget of \$5000.00 for a booth at the show in New Orleans, August 3 – 5, 2013. It was seconded by Mr. Thornhill and passed unanimously.

A discussion followed concerning PMA. The Board members are encouraged to attend the show which will be held in New Orleans, October 19-20, 2013, and Mr. Thornhill and Mr. Bordelon would both like to attend. Dr. Smith made the motion to increase the size of the booth to two booths and allow a budget of \$8000.00. It was seconded by Mr. Ables and passed unanimously.

A proposal by Dan Robertson of Robertson Produce of Monroe to share the cost of wrapping his trucks with a message from the Commission was discussed. More information is needed to make a decision. The Board would like to look into the possibilities of working with Associate Grocers and Rouses on the same project.

Changes to Sweet Potato Commission's Statute, RS 3:1746

The Board discussed the possibility of increasing the amount of funding for the Louisiana Agricultural Experiment Station's sweet potato research. Mr. Fontenot made a motion to ask the Legislature to keep the minimum at 1 cent and the maximum up to 2 cents. It was seconded by Mr. Keys, and approved unanimously.

Mr. Garber expanded the agenda to include additional advertising

A motion was made by Mr. Fontenot and seconded by Mr. Keys to give DAA approval to write a new brochure with Cajun and Creole recipes. The motion was approved unanimously. It will be made available to Tourist Stations throughout the state.

Time and Place for the next meeting

It will be announced at a later date.

Adjourn

Mr. Fontenot made the motion to adjourn. It was seconded by Mr. Ables and passed unanimously. The meeting was adjourned at 3:15 P.M.

FINAL