



The Louisiana Seafood Promotion and Marketing Board held their meeting on Wednesday, June 25, 2008 at UNO.

The chairman called the meeting to order at 9:20 am.

I. ROLL CALL

Members Present

Gary Bauer
Kim Chauvin
John Folse
Pete Gerica
Keith Ibos
Miriam Juban
Stephen Minvielle
Harlon Pearce
Darrel Rivere
Don Schwab
Henry Truelove
Kevin Voisin

Members Absent

John Besh
Craig Borges
Alan Gibson

A quorum was established with 12 members present.

Harlon explains the meeting was pushed to 9am because there is a lot on the agenda. He then welcomes the new member and hope that they leave the meeting knowing who we are, where we've been and where we're going.

II. INTRODUCTIONS: Guests and LSPMB staff

Harlon introduced the guest in the audience, Tommy Williams of Governor's Office, WLF Secretary Robert Barham, Assistant Secretary Randy Pausina, Undersecretary Janice Lansing, Fiscal Agent Wynnette Kees, La Dept. of Tourism Chuck Morse, Eric Sunstrom who does our legislation tracking, Senator Vitter's office, Charlie Melancon's office, Landrieu's Office, Congressmen Steve Scalise's office, Jim Funk of LRA, Fred Palmer of LRA, he then introduces the staff. He then introduces Lisa Manda and the Chairman of the Crawfish Board.

III. INTRODUCTIONS AND PRESENTATIONS: Past Board Members

Harlon present past board members with plaques for their years of service, unfortunately none were there but Donna Montgomery, who extended her invitation to help.

IV. INTRODUCTIONS AND PRESENTATIONS: New Board Members

Harlon introduces new board and present each with certificate from the governor's office. He starts with Kevin Voisin/Oyster Industry, Henry Truelove/Wild Catfish, Don Schwab/Shrimp Processors, Darrel Rivere/Seafood Retailer, Stephen Minvielle/Crawfish Industry, Alan Gibson/LA Shrimp Association, Pete Gerica/Shrimp Industry, John Folsie/Marketing, Kim Chauvin/, Miriam Juban/LRA, Craig Bauer/Crab Industry. He concludes John Besh was on the board but declined his position.

He explains we will have an alligator representative, not sure who it will be yet.

V. APPROVAL OF MINUTES

A motion to approve the minutes of the April 24, 2008 meeting was made by Pete Gerica, seconded by Don Schwab. No opposition to the motion. Motion carries.

The chairman deviated from the agenda with approval from the board to allow Chuck Morse of the Louisiana Department of Tourism to give his presentation.

Ewell tells a little about who Chuck Morse is.

Chuck Morse discussed a partnership with Epcot/Disney starting September 26, 2008 for 45 days. We have been approached by Disney to sponsor one of the largest Food and Wine Festivals. This event will reach out to 1.3 million consumers. At this event Louisiana Seafood will be displayed front and center. We will host a big Louisiana Finale during this time to show Louisiana first hand. Each region of the state will be on display for 7 days.

Harlon suggest the board hold a conference call to discuss the partnership for this event.

Back to the agenda, Harlon request the guest to give a few words on how we've impacting them.

Fred Palmer/Shell Oil discusses their partnership with the seafood board. He would like to show his presentation on deep water oil and gas. He extends the invitation to have board meetings at their New Orleans offices. He expresses his gratitude for the relationship.

West of Mary Landrieu's office explains the seafood board does a fantastic job working with the offices in Washington, Dc.

Rachel of Senator Vitter's office says we have a good working relationship the she look forward to continuing.

Luke of Melancon's office says is there's anything we need contact them at 985-513-0442.

Cassie of Congressmen Scalise office also states if we need help from them feel free to contact their office.

Tommy Williams of Governor Bobby Jindal's office stated the board represents the industry well.

Secretary Barham of WLF looks forward to working with us.

Assistant Secretary Randy Pausina explains he's been to a few events with Ewell and Harlon and the energy is unbelievable. Leaving one of our events make you feel good about your job.

Harlon thanks Janice and Wynnette for all their help and support. He explains we have other relationships with other agencies that were unable to make it today, such as NOAA. He gives a brief discussion of the relationship with NOAA and how the Great American Seafood Cook-off was originated.

VI. PRESENTATION OF BY-LAWS AND LEGISLATION

Harlon explains we will have a few new bylaw changes. We will send with the next minutes, changes we would like to make to the bylaws. We really can't make any changes today, but changes will be made at the next meeting.

VII. OVERVIEW OF LSPMB, OTF, STF AND LSPMB STAFF:

Basically it's pretty obvious what we do. We are a board mandated by the state. Our budget comes from licensing and federal grant. The board encompasses all areas of the industry. Under the board we have an Oyster Task Force. Our group currently meets bimonthly. Another committee under the board is the Shrimp Task Force; they are currently working on certifying our product.

Roles of board members are to represent each segment of the industry. Harlon expect the board members to play an active role to help guide us. He also want them to come up with ideas.

Harlon explains we will be electing a secretary/treasurer at our next meeting to assist with minutes.

According to the bylaws we have several committees. Some will be eliminated and new ones will be added.

VIII. EXECUTIVE DIRECTOR'S REPORT:

a) LSPMB ~ Past to Present and Future

Ewell introduces his staff.

- Victoria-the Administrative Assistant that holds the department together
- Liz – Assistant Director who mimics what I do
- Ashley Roth – communications director
- Amanda Hardesty – Certification manager, currently working on the shrimp certification program.

Ewell requests the board members go through him if there is an assignment they have for staff. Ewell then shows a PowerPoint presentation that shows the sequence of events that we've put on.

Tuesday after the storm the board began working. The second Friday after the storm the seafood board and task force held a joint board meeting. We had to overcome the perception that was broadcasted about our products being tainted. The promotion board went into the tour bus business. We formed a Louisiana Seafood Recovery Industry Coalition. This group along with Sea Grant, WLF, and eighteen fishing organizations helped develop a recovery program. That storm really unified us, made us know how important partnerships are.

He then discusses the events and advertising we've done this year.

- LA Alive – Washington, Dc
- Boston Seafood Show
- Oyster Jubilee
- World Oyster Eating Challenge
- MSNBC
- Today's Show with John Besh
- Southern Living Magazine – 6 page spread (WASI)
- Bonne Crevette – opening of the shrimp season
- Legislative Day – Baton Rouge
- Louisiana Seafood Cook-off
- Louisiana Seafood Festival

Upcoming Events

Harlon interrupts the executive director report to introduce Jim Funk of LRA.

- Great American Seafood Cook-off
- Public Affairs Conference
- Epcot
- Education Days
- Strategy Session
- Iowa

Fred Palmer extends invitation to use their facilities in the New Orleans office for strategy sessions.

Janice clarifies her previous comment.

- b) Annual Report ~Media and PR Communications

A motion to approve the executive director's report was made by Kevin, seconded by Pete. Motion carries.

IX. ROLES OF LSPMB MEMBERS AND STAFF

- a) LSPMB Members - industry roles

Harlon discusses his expectation of the members in their industry. Miriam Juban looking for production, John Folse – how do we get our products internationally?

- b) LSPMB Members - contact info, photos and bios (web site)

He request members to come to the next meeting with coat and tie, bring a bio for a head shot picture, to be put on our website.

- c) LSPMB Committees

Harlon appoints Darrel Rivere as director of the Education Committee.

A motion to develop an education committee chaired by Darrel Rivere was made by Kevin, seconded by Don. Motion carries.

- d) LSPMB Staff – individual roles

- e) Ethics

At the next meeting we will invite someone from the Ethics office to come and speak about the new ethics rules.

- f) General How To's & Processes

Technically this board meets every other month on Wednesdays for 10:00 am. We would like to take these meetings on the road to get closer to the members. Victoria will get packets out in advance. Phone calls will be made and emails to remind members about meetings. There is a per diem as well, we haven't done it in the past but because of the price of fuel rising so much we will start. We will collect mileage information from each member at the board meetings for reimbursement.

- g) Communications

We have several websites. We are going to update the board member's information on the websites. He names them. We have a monthly e-newsletter called Cyberfish. We are also looking at doing a written newsletter. We will also look at doing a biweekly report to

send out to all the board members. If you have communications to get to me, start with Harlon and he will facilitate the communication to me.

X. SECRETARY/TREASURER'S REPORT

Harlon explains we will elect at the next meeting a Secretary/Treasurer. This person will be active in keeping up with our financials and assisting with the minutes.

Ewell discusses the reports.

Harlon explains to the members, he'd like each member to find more money for their respective industries.

Kevin has questions on what other charges include. Liz explains other charges include sponsorships and university contracts.

Wynnette explains the chart of accounts is used statewide by the state agencies generated by the office of state purchasing therefore we do not have control over it.

A motion to approve the secretary/treasurer report was made by Don, seconded by Darrel. Motion carries.

XI. PRESENTATION OF 2008-09 BUDGETS

Ewell discusses where our licensing funding comes from. Majority of our funding comes from commercial fishing and fishing vessel licensing that makes up 45% of the budget. He continues, shrimp licenses make up 24.5% of the budget, crab license make up 6%, oyster license make up 4.14%, crawfish license make up 2.18%, finfish and other licenses make up 9.8% of the budgets. He also explains over the years the revenue has gone down. We are in good shape for the next 4-5 years, but we are in need of long term funding.

He explains the budgets in great detail naming the budget and the appropriated amounts.

A motion to approve preliminary budgets until next meeting was made Stephen Minvielle, seconded by Kevin Voisin.

Liz explains the cook-off budgets and sponsorships.

A motion to fund cook-off as presented to board was made by Stephen, seconded by John Folse. No opposition to the motion. Motion carries.

XII. OTHER BUSINESS:

- a) LSPMB Calendar of Events

August 2 -3	GASCO
August 4	LASEE
September	Public Affairs Conference

September Crab Education Day

Kevin requests an electronic copy of the calendar of events.

- b) Future LSPMB meeting dates
 - July 16, 2008 for 10:00 am
 - August 20, 2008 for 10:00 am

The next seafood board meeting will be held on Wednesday, July 16, 2008, location to be determined.

- c) Future LSPMB members and staff retreat

Pick a date for retreat time at the July 16, 2008 meeting.

XIII. ADJOURNMENT

Kevin made a motion to adjourn, seconded by John Folse. Motion carries.