

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Minutes

June 19, 2013

10:00 a.m.

State Capitol, Senate Committee Room A

Chairman Folsie called the meeting to order at 10:03 a.m. and made opening remarks.

Ashley Roth called the role:

Board Member	Present	Absent
Avery, Larry	X	
Collette, Sherbin	X	
Despoux, Byron	X	
Folsie, John	X	
Gibson, Alan	X	
Maginnis, David	X	
Pausina, Randy		X*
Randol, Frank	X	
Stoddard, Tommy		X
Sunseri, Sal	X	
Tortorich, Pete	X	
Voisin, Sarah		X
Watts, Keith	X	

*Randy Pausina designated Rene Lebreton to serve in his absence

Guests included:

Lt. Gov. Jay Dardenne

Cathy Berry, DCRT

Randy Davis, DCRT

Kyle Edmiston, DCRT

Julia George Moore, DCRT

Desiree Honore Thomas, DCRT

Julie Samson, DCRT

Dan Austin, GCR

Greg Rigamer, GCR

Ed Lallo, NewsRoom Ink

George Graham, Graham Group

Kathy Andersen, Graham Group

Mark Cotter, The Food Group

Donna Klingenberg, The Food Group

Cole Garrett, LDWF

Wynette Kees, LDWF

Damon Morris, LDWF

Lance Broussard, LDWF

Erin Brown, LDWF

Garey Forester, BP

Doug Daigle, MRBA

Cullen Curole, SCPDC

Michaela York, John Folsie & Co.

Geoffrey Stewart, ULL

Frank Wallace, ULL

John Fallon, Audubon Nature Institute

Julianna Mullen, Audubon Nature Institute

Beth Davis, LLA

Ewell Smith gave opening remarks. The chairman introduced Lt. Governor Jay Dardenne and he addressed the Board regarding the transition of the Board from LDWF to DCRT. Lt. Gov. Dardenne commented that he is looking forward to input from new Board members. He recognized Act 228 of the 2013 Legislative Session gave him appointing authority for the Board members and he does not have any plans to replace any Board member. However, there are mandatory changes that do need to be made with expiring terms.

Lt. Gov. Dardenne asked the Board that in the immediate future the Board either ratify or modify the Strategic Plan that will drive the future of the Board. Also, Lt. Gov. Dardenne asked the Board to either ratify or develop the budget given the reduction in task force funding. He will be getting with the respective task forces regarding a continued working relationship and has asked Secretary Barham to provide input to the task forces as well. The lieutenant governor recognized the Board does not have the funds to continue with its current staff without the task force funds. He asked Board members to provide their input to the task forces so that funding continues if for no other reason than for the sake of transition. If the task forces do not provide funding, the Board will need to recommend staff changes within the Board’s budget to him.

The lieutenant governor said the biggest immediate task is to amend the Memorandum of Understanding with BP, which is signed by the lieutenant governor, the chairman of LSPMB and the secretary of Wildlife & Fisheries. Those 4 signatures chart the course of what is to be done with the BP money.

The lieutenant governor assured the Board the transition will have minor impacts to how the Board has operated in the past. The primary difference is the lieutenant governor has hiring and firing authority of the executive director. In his meetings with the chairman and Frank Randol, the lieutenant governor has said he is not going to do things differently than other entities within DCRT. When and if there is a vacancy in the executive director’s position, he will ask the Board to provide 3 nominations. However, there is an executive director in place and he does not foresee that changing for now.

Alan Gibson offered to help set up a meeting with the Shrimp Task Force and Keith Watts offered to meet on behalf of the Crab Task Force.

Motion 1: Frank Randol moved to dispense with the reading of the May 15, 2013 minutes and approve them, second by Keith Watts. Discussion entered and Keith Watts asked page 1 to be amended by removing Melissa’s last name. Frank Randol amended his motion to accept the recommended change, dispense with the reading of the minutes and approve the minutes, seconded by Keith Watts. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		

Tortorich, Pete	X		
Watts, Keith	X		

Motion 2: Frank Randol moved to defer the election of vice-chairman/chairman-elect and secretary-treasurer to the August 14th regularly scheduled meeting of the Board, seconded by Sherbin Collette. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Motion 3: Frank Randol moved to ratify John Folse as chairman, elected at the May 15, 2013 meeting, seconded by Peter Sclafani. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff advised the chairman legal counsel has brought to their attention by-laws as amended at the May 15, 2013 were not completed in accordance with the Administrative Procedures Act; therefore, existing by-laws remain in place.

Motion 4: Sal Sunseri moved to use the Board committees as established in 1985, seconded by Larry Avery. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		

Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff distributed the chairman's committee assignment list:

Funding Committee

Keith Watts
 Larry Avery
 Sherbin Collette

Marketing Committee

John Folse, Chair
 Pete Tortorich
 Frank Randol
 Byron Despaux
 Peter Sclafani
 David Maginnis

Legislative Committee

Frank Randol, Chair
 Sarah Voisin
 Alan Gibson

Education Committee

David Maginnis, Chair
 Larry Avery
 Peter Sclafani
 Sal Sunseri

In the absence of an elected secretary-treasurer, staff provided the Treasurer's Report ending May 31, 2013.

Statutory Dedication	Budget Authority	Expended	Remaining
Seafood Promotion & Marketing Fund	\$301,358	\$225,344	\$76,014
Oyster Development Fund	\$156,750	\$94,281	\$62,469
Shrimp Marketing	\$95,000	\$27,968	\$67,032
Crab Promotion	\$48,085	\$27,367	\$20,718
LA Alligator	\$47,500	\$0	\$47,500
TOTAL	\$648,693	\$374,960	\$273,733

Federal Funds	Budget Authority	Expended	Remaining
All Federal	\$870,025	\$625,770	\$244,255

BP Funds	Budget	Expended	Balance
BPSM Expenses (State)	\$4,044,075	\$2,483,881	\$1,560,194
Professional Services (Foundation)	\$5,647,700	\$5,921,858	(\$274,158)
TOTAL	\$9,691,775	\$8,405,738	\$1,286,037

Motion 5: Frank Randol moved to adopt the Treasurer’s Report as presented, seconded by Keith Watts. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff presented the Fiscal Year 2014 budget as presented in House Bill 1 2013 Legislative Session.

Expenditure Category	Seafood Promotion & Marketing Fund	Federal Funds	BP Funds	Fiscal Year 2014 Budget Total
Salaries	\$243,000	\$0	\$34,000	\$277,000
Other Compensation	\$0	\$0	\$0	\$0
Related Benefits	\$112,000	\$0	\$21,000	\$133,000
Travel	\$27,000	\$0	\$67,000	\$94,000
Operating Services	\$76,861	\$0	\$4,605,000	\$4,681,861
Supplies	\$18,000	\$0	\$143,000	\$161,000
Professional Services	\$20,000	\$0	\$130,000	\$150,000
Other Charges	\$35,000	\$870,025	\$750,000	\$1,655,025
IAT	\$7,000	\$0	\$0	\$7,000
Acquisitions	\$3,700	\$0	\$0	\$3,700
Major Repairs	\$0	\$0	\$0	\$0
TOTAL	\$542,561	\$870,025	\$5,750,000	\$7,162,586

Motion 6: Sherbin Collette moved to adopt the Fiscal Year 2014 as presented, seconded by Pete Tortorich. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		

Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff presented amendments the lieutenant governor would like to present to BP including an extension of the MOU signed November 18, 2010.

Motion 7: Frank Randol moved to extend the BP MOU to November 2015 and designate Chairman John Folse to sign the amendment on behalf of LSPMB, seconded by Sherbin Collette. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff presented a Proposed Extended BP Budget, providing \$9,650,000 for Fiscal Year 2014 and \$5,150,000 for Fiscal Year 2015.

Motion 8: Frank Randol moved to adopt the BP extended budget, seconded by Sherbin Collette. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Motion 9: Frank Randol moved to amend Motion 8 adopting the BP extended budget to request the lieutenant governor negotiate the inclusion of funding for regular, full-time staff salaries until the Board is able to generate additional revenue, seconded by Pete Tortorich. Motion adopted 10-1.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Staff presented a draft resolution granting the executive director authority to enter into contracts on behalf of the Board.

Motion 10: Alan Gibson moved to amend the resolution granting authority to the executive director to enter into contracts on behalf of the Board to read: “ ... in accordance with the Board’s policies and procedures,” seconded by Sherbin Collette. Motion adopted unanimously.

Board Member	Yay	Nay	Abstain
Avery, Larry	X		
Collette, Sherbin	X		
Despaux, Byron	X		
Folse, John	X		
Gibson, Alan	X		
Maginnis, David	X		
Randol, Frank	X		
Sunseri, Sal	X		
Tortorich, Pete	X		
Watts, Keith	X		

Ewell Smith provided an overview of the Seafood Marketing Campaign, funded by a \$15 million contract with GCR Consulting and sub-contractors Graham Group, The Food Group and NewsRoom Ink. The agencies provided a presentation of work performed.

The chairman called for public comment. Doug Daigle with the Mississippi Basin River Alliance addressed the Board concerning hypoxia effects.

There being no further comments, the chairman advised the Board will have a special meeting to either ratify or modify the Strategic Plan adopted August 12, 2011. Staff will coordinate details and notify members.

The chairman advised there will be a Marketing Committee Meeting to evaluate the performance of the Seafood Marketing Campaign prior to the Planning Meeting.

Motion 11: Frank Randol moved to adjourn the meeting, seconded by Pete Tortorich. Motion adopted unanimously and the meeting adjourned at 1:37 p.m.

Respectfully submitted,
Kristin McLaren
Assistant Executive Director