

**LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD
MINUTES OF REGULAR BOARD MEETING**

June 14, 2017

**1:00 PM – Capitol Park Event Center
702 River Rd, Baton Rouge, LA 70802**

Members Present: Chalin Delaune (Chairman); Jakov Jurisic; Daniel Edgar; Mayor Sherbin Collette; Sal Sunseri; Kristen Baumer; Larry Avery; Pete Tortorich; Chef Tenney Flynn; Chef Peter Sclafani and Troy Parria.

I. Call to Order

The Louisiana Seafood Promotion and Marketing Board meeting was called to order by Chairman Chalin Delaune at 1:11 pm at the Capitol Park Event Center in Baton Rouge.

II. Adoption of Agenda

Motion by Chairman Delaune to adopt the agenda and seconded by Mr. Tortorich. Motion carried unanimously.

III. Nominations for Executive Director:

Mr. Delaune welcomed everyone to the meeting and introduced Mr. Bryan Adams, a candidate for the vacant Executive Director position.

Mr. Adams gave a short presentation about himself and his qualifications for the position. Board members then had the opportunity to ask Mr. Adams questions.

Questions included:

1. Mr. Adam's experience in managing a large budget.
2. Mr. Adam's experience with different marketing campaigns and negotiating.
3. His knowledge of the fishing industry.
4. Ideas for future funding of the Louisiana Seafood Promotion and Marketing Board.
5. Experience working with advisory boards.

There were further questions about Mr. Adams' experience and about the role of the Executive Director.

Also, there was a brief discussion about the other candidate, Jen Thrasher. Ms. Thrasher, who was unable to be present for the meeting, was nominated by Jakov Jurisic for the Executive Director position. The discussion continued about the Executive Director position.

Motion by Daniel Edgar to nominate Jen Thrasher and Bryan Adams as candidates for Executive Director and second by Larry Avery. Motion carried unanimously.

Motion by Troy Parria to enter into Executive Session to discuss the nominated candidates for the Executive Director of LSPMB as permitted in R.S. 42:16-17 and second by Chalin Delaune. Motion carried unanimously.

Motion by Troy Parria to end Executive Session and second by Chalin Delaune. Motion carried unanimously.

Motion by Chef Peter Sclafani to return to the regular board meeting and second by Daniel Edgar. Motion carried unanimously.

IV. Committee Reports

A. Executive Report

No report

B. Legislative Report

No report

C. Education Report

Kristen Baumer talked about the Topco visit and how LSPMB hosted a seafood dinner for the retailers. The retail representatives were able to go on a crab boat and learn about the Louisiana seafood industry. It was acknowledged that education is a key component to LSPMB's mission.

D. Financial Report

Troy Parria gave a brief synopsis of the board financials with a balance as of April 30, 2017. It was noted the Lt. Governor is working on getting an extension from BP for the rest of the funds. Mr. Delaune expressed, the hope is to get more funds from BP after the current funds are exhausted. Mr. Jurisic asked if there were any attempts to reach out to other oil companies for financial assistance.

Motion to accept the financial report by Jakov Jurisic and second by Sal Sunseri. Motion carried unanimously.

E. Marketing Report

Mr. Buddy Boe, Communications Director for the Lt. Governor, gave a brief summary of the following:

1. Trade shows
2. Legislative reception
3. Battle Royale Cook-off.
4. University events
5. Gator By the Bay, San Diego, California
6. Seafood Month prep
7. Louisiana Seafood Cook-Off
8. Great American Seafood Cook-Off

Miles Media gave a quick update on the Instagram Take-over for the Louisiana Seafood Cook-Off. Marianne Ortiz with Ehrhardt then discussed the media coverage for the Louisiana Seafood Cook-Off.

V. Old Business

Chairman Delaune requested whether there was any old business. There was none. Motion by Jakov Jurisic to take a brief recess and second by Daniel Edgar at 2:22 pm. Motion carried unanimously.

Motion by Larry Avery to return to the meeting and second by Daniel Edgar at 2:27 pm. Motion carries unanimously.

VI. New Business

Seven organizations came to give presentations to the board in regards to sponsorships for their events or organization. The presentations were as follows:

1. Shreveport Aquarium
2. Family Gras
3. Louisiana Gulf Coast Oil Exposition
4. Fraternal Order of Police
5. Southern Mutual Help
6. Freedom Fest
7. Nola Film Society

After the presentations, Chairman Delaune thanked everyone for their time and stated decisions will be made at a later date about funding for the organizations and events.

VII. Public Comment

No public comment.

VIII. Setting of the next meeting

Motion by Daniel Edgar to set the marketing committee meeting date for June 21st second by Larry Avery. Motion carried unanimously.

There was a further discussion about the next regular board meeting date. The agreed upon date was August 9, 2017. No motion.

A discussion occurred regarding the alligator industry vacancy on the board. Daniel Edgar and Chalin Delaune were going to send in recommendations for the position.

Motion by Chalin Delaune to adjourn second by Daniel Edgar at 3:34 pm. Motion carried unanimously.