

# **Louisiana Seafood Promotion and Marketing Board**

## **Regular Meeting Agenda**

June 12, 2012

9:00 a.m.

Louisiana Seafood Promotion and Marketing Board  
2021 Lakeshore Drive, Suite 310, New Orleans, La.

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- I. Call to order and introduction of guests
- II. Adoption of the Agenda
- III. Reading and approval of minutes from March 29, 2012
- IV. Opening Remarks (*Ewell Smith*)
- V. Nicholl's State University (*Dr. Stephen Hulbert, Dr. Marilyn Kilgen*)
- VI. Update on New Orleans Arena Naming Rights (*Mark Cotter, The Food Group*)
  - A. Ratify existing sponsorship and final payment
- VII. Reports
  - A. Marketing/Sponsorship Committee Report
  - B. Legislative Committee Report
    - i. Recap of the 2012 Regular Session (*Eric Sunstrom, Cole Garrett*)
  - C. Executive Director's Report (*Ewell Smith*)
    - i. Continuity of Operations Plan (COOP) for emergency preparedness
    - ii. Strategic Marketing Plan
- VIII. Treasurer's Report through April 31, 2012
  - A. EDRP Grant
  - B. BP 3Q FY 2012 Report
  - C. Finance Committee Report
- IX. Old Business
  - A. Seafood Marketing Campaign Update
    - i. GCR (*Dan Austin, GCR Consulting*)
      1. Louisiana Economic Development Mailers
      2. Consumer and processor surveys
      3. Food Truck Memos
    - ii. The Food Group (*Mark Cotter, The Food Group*)
      1. Tactics within the strategic framework
      2. B2B Programs
        - a. Rules of Engagement (protocol)

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- 3. Update on existing task orders
- 4. Proposed new projects
- iii. Graham Group (*George Graham/Kathy Anderson, Graham Group*)
  - 1. Tactics within the strategic framework
  - 2. Update on existing task orders
  - 3. Proposed new projects
- B. Brussels overview (*Dexter Guillory*)
- C. Bylaws (*Kim Chauvin*)
- D. Delcambre Direct (*Dr. Jon Bell, Sea Grant*)
  
- X. New Business
  - A. Protocol for industry use of artwork
  - B. Call for marketing ideas from Board Members
  
- XI. Board Member comments
  
- XII. Next Scheduled Meeting is July 11, 2012
  
- XIII. Adjourn