

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT
COMMISSION

MINUTES

Monday, June 18, 2012

10:00 AM

Louisiana Department of Agriculture & Forestry
5825 Florida Boulevard
Baton Rouge, LA 70806

Call to Order

Chairman Larry Thibodaux called the meeting to order at 10:05 AM.

Roll Call

René Simon, Executive Director, called roll and a quorum was declared.

Members Present

Rickey Ables
Nelson Bordelon
Matt Garber
Lee Jones
Venoy Kinnaird
Larry Thibodaux
Ken Thornhill
Tara Smith – Entered at 10:10 AM

Members Absent

Seth Dawson
Kalvin Keys
Ryan Quebedeaux

Public Comment

René Simon requested that a new item be added to the agenda. He requested that Melanie Barnett be allowed to come before the board under “New Business” to discuss the 2014 US Sweet Potato Council’s convention in New Orleans.

Approval of Minutes

A motion was made by Venoy Kinnaird to approve the minutes from the January 10, 2012, meeting, and seconded by Ken Thornhill. The motion passed unanimously.

Financial Report

René Simon presented to the board the current financial statements and answered members’ questions regarding fund balances.

A motion to accept the financial report was made by Nelson Bordelon, and seconded by Rickey Ables. The motion was passed unanimously.

Director’s Report

René Simon updated the board on his activities pertaining to the Commission over the past six months.

He also added that during this past legislative session, the statues of the Commission were amended. Two positions, a banker and processor, were removed, and the Commissioner was given the ability to assign designee, to which he named Dr. Tara Smith.

Report from Diane Allen & Associates

Al McDuff and Nancy Steiner submitted to the board the 2012 - 2013 Advertising Budget. A motions was made by Matt Garber to accept the proposed advertising budget. It was seconded by Ken Thornhill, and approved unanimously.

Consideration of the 2012 – 2013 Budget

Mr. Simon brought before the board the 2012-2013 budget, and answered any questions the board members had. A motion was made by Ken Thornhill to accept the proposed budget. It was seconded by Venoy Kinnaird, and approved unanimously.

Report from the Nomination Committee for Commission Members

The Nomination Committee brought before the board the following nominations:

Grower Position – Larry Fontenot

Shipper Position – Kelsey McKoin or Walter Tuma to be decided upon by the board

Processor Position – Norm Brown, Jr.

After a time of discussion, the Nelson Bordelon made a motion to nominate Larry Fontenot (Grower Position), Walter Tuma (Shipper Position), and Norm Brown, Jr. (Processor Position). It was seconded by Ken Thornhill, and approved unanimously.

Other Business

Consideration to attend the Louisiana Restaurant Association Foodservice Expo, August 10 – 13, 2012, in New Orleans

Mr. Simon and Ms. Gallent came before the board to update the board on the preparations for the Louisiana Restaurant Association Foodservice Expo.

Introduction of Richard Miller as Administrative Coordinator for Quarantine Programs, replacing Tad Hardy who is now director of Horticulture & Quarantine Programs

Mr. Simon and the board welcome Richard Miller as the Administrative Coordinator for Quarantine Programs at LDAF.

LDAF charging out of state processors for sweet potato weevil monitoring program fee and Commission tax

Commissioner Strain came before the board to explain that the commission has no authority to charge out of state companies fees and taxes.

Increasing the amount of commission funds being used for research

Mr. Simon stated that in order for the amount of funds being used for research to change, the board must first change its statute by or before the January 2013 meeting.

Election of Officers for 2012 – 2013

A motion was made by Venoy Kinnaird to nominate Matt Garber as chairman. Ken Thornhill seconded the motion, and it was approved unanimously.

A motion was made by Ken Thornhill to nominate Ricky Ables as vice chairman. Venoy Kinnaird seconded the motion, and it was approved unanimously.

Appointment of Assistant Director

A motion was made by Larry Thibodaux to appoint Lillie Adams as assistant director of the Louisiana Sweet Potato Advertising and Development Commission. It was seconded by Venoy Kinnaird, and was approved unanimously.

Time and Place for January 2013 Meeting

The time and place for the January 2013 meeting will be decide upon at a later date.

Public Comments

Melanie Barnett updated the board on the 2014 US Sweet Potato Council's meeting in New Orleans, January 17 – 22, 2014.

Adjourn

A motion was made by Ken Thornhill to adjourn, and seconded by Larry Thibodaux. The motion was passed unanimously, and the meeting was adjourned at 12:55 PM.