**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**October 11th, 2017**

**USGS NATIONAL WETLANDS RESEARCH CENTER**

**700 CAJUNDOME BLVD.**

**LAFAYETTE, LA**

**Call to Order:**

David Savoy called the meeting to order at 1:00 P.M.

**Roll Call:**

**MEMBERS PRESENT** **MEMBERS ABSENT**

David Savoy Ralph Babin

Robert Buller Chandra Scarber

Wayne Romig Wylie Jewell

Jody Meche Kip Lastraps

Bill Pizzolato

Greg Faulk

**Declaration of a Quorum:**

A quorum was declared with 6 members present and 4 members absent.

**Approval of Minutes:**

The minutes from the August 16th, 2017 Board meeting were read.

**MOTION BY**: Jody Meche and seconded by Robert Buller to approve the minutes from the August 16th, 2017 Board meeting. Motion Carried.

**Collections & Financial Report:**

David Savoy called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

**MOTION BY:** Robert Buller seconded by Bill Pizzolato to accept the financial report as presented. Motion Carried.

**MOTION BY:** Bill Pizzolato seconded by Greg Faulk for Ron Harrell to look into the opportunity for interest on the checking and savings accounts. Motion Carried.

**Promotion & Research:**

Dwight Landreneau and Laura Picariello with the Audubon Nature Institute spoke to the Board concerning crawfish sustainability.

Next, Donald Dartez with RAD Consulting Group LLC presented to the Board a proposal regarding search engine optimization and maintenance, online advertising and monthly social media marketing. This will include the following: Full site audit, address reported issues, review and remove harmful links to the website, optimize pages and content for search terms, optimize site structure, claim and optimize local and industry-specific directories, ensure website abides by Google best practices, monthly reports and quarterly review meetings. Online advertising will be achieved by utilizing Facebook and RAD will perform market research, write, design, implement and monitor the ads by making weekly adjustments to phrases bid on and refining the ads. Monthly social media marketing will include: Post 2-4 times per month; includes copywriting, content curation and graphic design, ongoing management for selected social accounts, community monitoring, manage spam posts and comments, monthly reports and quarterly review meetings. The Board agreed to table the discussion until later in the meeting.

Dee Scallan next presented to the Board a proposal to continue to promote literacy and address childhood obesity and Louisiana Crawfish by making author visits to schools arriving in the Moby Mobile. The Moby crawfish theatre and/or the Moby crawfish suit, the different crawfish traps, the crawfish mud house and the sing and dance with Moby Crawfish CD's would be included in these visits. Several CD's would be given to each school visited. The literary focus would be on the obesity book (Moby Pincher's Big Challenge) and would present the perfect opportunity to expand on ways to fight childhood obesity and promote the health benefits of Louisiana Crawfish in a way young children will understand.  Author visits range from $800 to $1000.00 per school which schools cannot fund with present budget cuts.  The proposal would be that the author visits twenty Louisiana schools compliments of the Louisiana Crawfish Promotion and Research Board at $600 per school totaling $12,000.00.

**MOTION BY:** Jody Meche seconded by Greg Faulk to approve Dee Scallan’s project in the amount of $12,000.00. Motion Carried.

Next, Holly Clegg gave the Board an update on her promotional work for the Louisiana crawfish industry. From August – October she has completed: 14 blog posts, 20 social posts, the Advocate featured the crawfish pumpkin soup recipe, Azumio slender kitchen-external sites, included crawfish bookmarks in cookbooks, blog posts on crawfish.org, speaking engagements, Dee Scallan with children’s recipes and will include a crawfish recipe in the Preventative Men’s Health Cookbook. If you are searching online for healthy crawfish recipes Holly is the number 2 referrer to the Board’s website. She continues to promote Louisiana crawfish by cross-marketing and mentioning Louisiana crawfish recipes in her different platforms such as: Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn, The Advocate, her website and blogs.

The Board next discussed the 2018 billboard campaign and the location options.

**MOTION BY:** Wayne Romig seconded by Greg Faulk to have Jessica Lange look into different location options for the 2018 billboard campaign and to stay under $50,000.00. Motion Carried.

Discussion resumed regarding the RAD Consulting Group promotional project.

**MOTION BY:** Bill Pizzolato seconded by Jody Meche to approve the project with RAD Consulting Group LLC for the amount of $28,184.00. Motion Carried.

**Board Business:**

The Board discussed the renewal of Holly Clegg and Jessica Lange’s contracts.

**MOTION BY:** Jody Meche and seconded by Greg Faulk to renew Holly Clegg’s contract in the amount of $27,000.00 and Jessica Lange in the amount of $10,000.00. Motion Carried.

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, January 31st, 2018 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Jody Meche and seconded by Robert Buller to adjourn the meeting. Motion Carried.