**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**February 28th, 2018**

**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 Jody Meche

Robert Buller Wayne Romig

Wylie Jewell Bill Pizzolato

Ralph Babin

Chandra Scarber

Greg Faulk

Kip Lastraps

**Declaration of a Quorum:**

A quorum was declared with 7 members present and 3 members absent.

**Approval of Minutes:**

The minutes from the October 11th, 2017 Board meeting were read. A correction needed to be made in the collections and financial report section. Robert Buller made the motion to accept the financial report at the October 11th, 2017 meeting not Ralph Babin.

**MOTION BY**: Ralph Babin and seconded by Wylie Jewell to approve the amended minutes from the October 11th, 2017 Board meeting. Motion Carried.

David Savoy stated that he would like to add an item to the Board Business section of the agenda for the Board to review the University of Lafayette contract.

**MOTION BY:** Wylie Jewell and seconded by Greg Faulk to approve the addition to the agenda for the Board to review the University of Lafayette contract. 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.

Ron Harrell reported to the Board that he checked with Whitney Bank regarding the interest with both Board accounts. He stated that the regular checking account is now also an interest bearing account. The Board’s two accounts with Whitney are now both interest bearing.

**MOTION BY:** Ralph Babin seconded by Kip Lastraps to accept the financial report as presented. Motion Carried.

**Promotion & Research:**

Donald Dartez, RAD Consulting, wanted to get some feedback from the Board on the website and the social marketing campaign. The Board would like to start initiating promotion earlier in the year in order to spike the interest of the live crawfish season. The Board would like to also educate the public to make it clear that crawfish is available as early as November/December.

Dr. Joshua Vaughan, University of Lafayette, next reported on the status of the automated crawfish peeling machine project. Delays to the project have occurred due to contract issues. Progress has been made on the crawfish population characterization and the automatic generation of virtual population to be used for simulation and analysis of the peeler system.

Brianna Creel with the Future Farmers of America Foundation next presented to the Board a sponsorship opportunity with the FFA Foundation. FFA Foundation would like to request $2,000.00 to promoted Louisiana crawfish. With these funds the Board will receive a pre-session named after the Board at the Louisiana FFA State Convention in June. The monies will be used to purchase promotional items with the Board’s logo. They would use these items during the pre-session and any other events through the year. The logo will be listed on their website under the partner’s section, at Louisiana State Convention in Alexandria, Ag Expo in Monroe, State Livestock Show in Gonzales, and the National FFA Convention in Indianapolis.

**MOTION BY:** Greg Faulk seconded by Kip Lastraps to fund the FFA Foundation in the amount of $2,000.00 for promotional efforts on behalf of the Board. Motion Carried.

Next, Jennifer Marsh with Louisiana Radio Network presented to the Board a promotional opportunity through the Voice of Louisiana Agriculture Radio Network. A specially prepared report will be given by Don Molino to Louisiana crawfish farmers and consumers every week with the latest Louisiana information on everything from research to markets to news impacting the crawfish industry. This report will be given each week through March 12-June 8, 2018. The cost of this project would be $475.00 per week for 13 weeks for a total of $6,175.00.

**MOTION BY:** Greg Faulk seconded by Ralph Babin to fund the Louisiana Radio Network in the amount of $6,175.00 for the weekly report on the Voice of Louisiana Agriculture Radio Network. Motion Carried.

Gary Northern with Louisiana Tech presented to the Board a sponsorship request for the Frisco Classic Alumni Crawfish Boil. The sponsorship request was declined.

**MOTION BY:** Ralph Babin seconded by Wylie Jewell to decline the sponsorship request from Louisiana Tech. Motion Carried.

Holly Clegg next presented to the Board her promotional efforts since the last Board meeting:

Blog posts on [www.thehealthycookingblog.com](http://www.thehealthycookingblog.com), Social Media Posts on Instagram, Facebook, Linkedin, Twitter, External Sites: Azumio, Slender Kitchen, Food Channel, Crawfish bookmarks in cookbooks, Monthly Blog Posts on Crawfish.org, New Recipes on Crawfish.org, Newsletter Email Recipe, Development of Kid’s Crawfish Recipes for Dee Scallan, Facetime Live Video featuring the Crawfish King Cake, WBRZ-TV Crawfish Segment and the Preventive Men’s Health and Wellness Cookbook with crawfish recipes.

Jessica Lange gave the Board an update on the 2018 billboard campaign. The 20 billboards will be located in Corpus Christi, Atlanta, Oklahoma City, College Station, and the Shelby and Memphis areas in Tennessee. She next reported that the promotional grant through the Louisiana Department of Agriculture and Forestry that the Board applied for was approved. The grant money will be used towards the social media promotional campaign.

The Board next discussed the sponsorship request for 2018 LSU Ag Magic in the amount of $1,500.00.

**MOTION BY:** Robert Buller seconded by Ralph Babin to approve the 2018 LSU Ag Magic sponsorship in the amount of $1,500.00. Motion Carried.

The Board next discussed the changes made to the UL contract for the automated crawfish peeling machine project.

**Board Business:**

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, May 2nd, 2018 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Kip Lastraps and seconded by Wylie Jewell to adjourn the meeting. Motion Carried.