**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION**

**December 8, 2022**

**MINUTES**

**9:00 AM**

LSUA

Alexandria Evacuation Megashelter

8125 Hwy 71 South

Alexandria, LA 71302

TENTATIVE MINUTES-PENDING BOARD APPROVAL

\*\*Note: this is a draft of the minutes from the December 9, 2022 meeting of the Louisiana Sweet Potato Advertising and Development Commission. A final version of these minutes will be made available after approval of the board at the next regularly scheduled meeting.

**CALL TO ORDER**

 Chairman Jason Ables called the meeting to order at 9:05 AM

**ROLL CALL**

**Members Present Members Absent**

Dr. Tara Smith Hunter Fife

Melvin Chappel Larry Fontenot

Jason Ables Cynthia Vead

Matt Garber Todd O’Neal

Charles Brown

**DECLARATION OF QUORUM**

Rene Simon called roll and declared a quorum.

**PUBLIC COMMENTS**

None

**APPROVAL OF MINUTES FROM PREVIOUS MEETINGS**

A motion was made by Dr. Smith to accept the minutes for the June 22, 2022, as presented. It was seconded by Mr. Chappel and passed unanimously.

**FINANCIAL REPORT**

A motion was made by Mr. Garber to accept the Financial Report as presented. It was seconded by Mr. Chappel and passed unanimously.

**DIRECTOR’S REPORT**

* Attended the USSPC Summer Meeting in Washington DC.
* Attended the LSU AgCenter’s Sweet Potato Research Field Day at Chase, LA
* Participated in the “Sweet Armor” virtual meeting with university staff from across the country to discuss the grant to study root knot nematode problems.
* Helped host the USDA/Foreign Agriculture Service personnel as they toured the Sweet Potato Industry
* Attended the Kinnaird/Stephenson Family pea cooking at their sweet potato shed in October.
* Facilitated a donation of 10 boxes of sweet potato to the Arthur Ashe Charter School in New Orleans for their Sweet Potato Festival.
* Worked with ASPMI on international marketing efforts

**REPORT FROM THE GRAHAM GROUP**

 Candy Domengeaux updated the board on the current marketing strategies that Graham Group has implemented for the Sweet Potato Commission.

**OLD BUSINESS**

 **Celebrating the Commission’s 70th Anniversary**

* LDAF Commissioner Mike Strain declared November 15 as Louisiana Sweet Potato Day in recognition of the Commission’s 70th anniversary.

 **LSU AgCenter Update**

Dr. Tara Smith and Mr. Myrl Sistrunk gave an update on the status of the AgCenter, the Sweet Potato Station and Sweet Potato Research.

**LDAF Horticulture/Quarantine Program Update**

Ms. Tina Peltier, Director, LDAF Horticulture and Quarantine Program and Mr. Richard Miller, Administrative Coordinator, updated the Commission on issues related to the Guava Root Knot Nematode and sweet potato weevils.

**Louisiana is hosting the USSPC Convention in January 20-24, 2024**

The Commission and the Louisiana Sweet Potato Association will need assistance from staff and members to successfully host the convention.

**NEW BUSINESS**

 **Nominations of Board Members for the Commission**

 Mr. Garber nominated Mrs. Pauline Kinnaird to replace Mr. Todd O’Neal as a shipper member of the Commission. It was seconded by Dr. Smith and passed unanimously.

 Mr. Chappel nominated Mr. Zachary Hankins to replace Mr. Hunter Fife as the processor member of the of the Commission. It was seconded by Mr. Brown and passed unanimously.

**PUBLIC COMMENT**

None

 **ADJOURN**

A motion was made by Dr. Smith to adjourn the meeting. It was seconded by

Mr. Chappel and passed unanimously. The meeting was adjourned at 9:55 AM.