

# **MINUTES**

## **LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**January 26, 2022**

**University of Louisiana at Lafayette Alumni Center  
Lafayette, LA**

### **Call to Order:**

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

### **Roll Call:**

#### **MEMBERS PRESENT**

David Savoy  
Greg Faulk  
Ralph Babin  
Chandra Scarber  
Robert Buller  
Bill Pizzolato

#### **MEMBERS ABSENT**

Wylie Jewel  
Jody Meche  
Wayne Romig  
Kip Lastrapes

### **Declaration of a Quorum:**

A quorum was declared with 7 members.

### **Approval of Minutes:**

The minutes from the November 10, 2021 Board meeting were read.

**MOTION BY:** Ralph Babin seconded by Robert Buller to approve the minutes from the November 10<sup>th</sup>, 2021 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:** Ralph Babin seconded by Greg Faulk to approve the financials. Motion Carried.

## **Promotion & Research:**

Christy Chachere Lohmann, Hoffman Media, presented a sponsorship request for *Louisiana Cookin'* magazine. This sponsorship would include full page advertisements in 6 issues of the magazine, 12 total e-newsletter advertisements and 6 Instagram posts from May 2022-April 2023.

**MOTION BY:** A motion was made by Bill Pizzolato seconded by Greg Faulk to approve the Hoffman Media promotion request in the amount of \$11,000.00. Motion Carried.

Andrew Albright, University of Louisiana at Lafayette, gave an update on the crawfish peeling machine. Currently they are working on the tune clamping system parameters and tuning. The key objectives are to: find parameters such that greater than 50% of crawfish are peeled successfully and to set up camera and outline work needed to find tail cutting profile. Next quarter plans are to continue tuning parameters so that a complete system can be demonstrated on site, set up camera and controller to find tail profile and adjust cutting profile accordingly and to finalize invention disclosure paperwork.

Next, Donald Dartez gave the Board an update on the crawfish.org website.

Patrick Fields, Nexstar, presented the 2022 TV and digital campaign. This campaign will include social media (Facebook and Instagram), BRProud.com, streaming audio (Radio.com, Spotify and CBS) and spots during the 2022 NBC Winter Olympics.

**MOTION BY:** A motion was made by Greg Faulk seconded by Robert Buller to approve the 2022 Nexstar TV/digital campaign in the amount of \$36,000.00. Motion Carried.

Ag Magic will take place March 18<sup>th</sup> – April 3<sup>rd</sup>, 2022.

**MOTION BY:** A motion was made by Greg Faulk seconded by Robert Buller to approve the sponsorship of 2022 Ag Magic in the amount of \$1,500.00. Motion Carried.

The Board next reviewed the delegation of authority for the prevention of sexual harassment.

**MOTION BY:** Greg Faulk and seconded by Robert Buller to accept the delegation of authority for the prevention of sexual harassment. Motion Carried.

## **Board Business:**

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will tentatively take place on Wednesday, May 4<sup>th</sup> or Wednesday, May 11<sup>th</sup>, 2022 at 9:00 a.m. at the University of Louisiana at Lafayette Alumni Center.

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