

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

October 21, 2020

Acadia Parish Extension Office

Crowley, LA

Call to Order:

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

Roll Call:

MEMBERS PRESENT

David Savoy
Robert Buller
Wylie Jewel
Wayne Romig
Bill Pizzolato
Jody Meche
Greg Faulk

MEMBERS ABSENT

Chandra Scarber
Ralph Babin
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 July 15th, 2020 Board meeting were read.

MOTION BY: Jody Meche seconded by Bill Pizzolato to approve the minutes from the July 15th, 2020 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: Wylie Jewel seconded by Bill Pizzolato to approve the financials. **Motion Carried.**

Promotion & Research:

Joshua Vaughan, University of Louisiana at Lafayette, gave an update on the automated crawfish-peeling machine. Listed are the key phases of this project: labeling/collecting data for process monitoring, development of iterative learning controller using machine vision feedback, detailed analysis of forces during shell splitting/cutting, performance analysis of current system prototypes, development of head removal subsystem and the development of new tail-meat removal subsystem. The Board was shown the head/tail separation subsystem which includes the adjustable head/tail separation. The meat extraction subsystem contains the crawfish abdomen and tail clamp. The electrical and controls of the machine were shown to the Board. Next quarter goals include the following: finishing the fabrication and testing of subsystems, completing design and fabrication of shell cutting subsystem and integrating/testing to prepare for in-facility trials beginning in Spring 2021.

Donald Dartez, RAD Consulting Group, gave the Board an update on the Board's website. The website conversion is complete. He also went over the analytics by city since July 2020.

Patrick Fields, Nexstar, discussed the social media advertisement project with the Rice Promotion Board and the Crawfish Research and Promotion Board. These ads will run through March, April and May in targeted areas of the country. The Board agreed that the social media campaign follow the locations of the billboards.

The 2021 billboard campaign was next discussed. The Board decided to go forward with the campaign for an up to amount of \$70,000.00.

MOTION BY: Jody Meche seconded by Greg Faulk to approve the 2021 billboard campaign for the up to amount of \$70,000.00. Motion Carried.

MOTION BY: Jody Meche seconded by Greg Faulk to have Jessica Lange research the different billboard locations and prices for the 2021 campaign. Motion Carried.

MOTION BY: Greg Faulk seconded by Robert Buller to approve the Nexstar social media campaign follow the locations of the 2021 billboard campaign. Motion Carried.

MOTION BY: Greg Faulk seconded by Jody Meche to approve the overage amount of \$912.64 to go towards the www.brproud.com buy local video spots running November – December 2020. Motion Carried.

Next, the Board discussed the administrative officer contract for 2021. The Board decided to renew this contract.

MOTION BY: Wylie Jewell seconded by Robert Buller to approve Jessica Lange's administrative officer contract with an increase of \$2,500.00. Motion Carried.

Board Business:

The Board next discussed the crawfish season.

No public comment

The date for the next Board meeting will be Wednesday, January 13th, 2021 at 1:00 P.M. location TBD.

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