

# **MINUTES**

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

**March 6<sup>th</sup>, 2023**

**Alumni Center**

**University of Louisiana at Lafayette**

### **Call to Order:**

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

### **Roll Call:**

#### **MEMBERS PRESENT**

David Savoy  
Greg Faulk  
Kip Lastrapes  
Ralph Babin  
Chandra Scarber  
Robert Buller

#### **MEMBERS ABSENT**

Bill Pizzolato  
Wayne Romig

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

A quorum was declared with 6 members.

### **Approval of Minutes:**

The minutes from the December 19<sup>th</sup>, 2022 Board meeting were read.

**MOTION BY:** Ralph Babin seconded by Kip Lastrapes to approve the minutes from the December 19<sup>th</sup>, 2022 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 Robert Buller to approve the financials. Motion Carried.

## **Promotion & Research:**

Christy Lohmann presented a proposal for the 2023-2024 promotional campaign with Hoffman Media. This proposal will include 4 full page advertisements in *Louisiana Cookin' Magazine* beginning in September 2023 – April 2024, 3 Instagram posts and a promotional video discussing the importance of Louisiana crawfish and the inclusion of a recipe.

**MOTION BY: A motion was made by Greg Faulk seconded by Ralph Babin to approve Hoffman Media's proposal for the amount of \$12,000.00. Motion Carried.**

Raquel Manuel, presented a sponsorship proposal for the 2023 FFA Annual Convention that takes place on June 5-8, 2023 in Alexandria, LA. This sponsorship will include: Pre-session branding on jumbo screens for entire pre-session promoting Louisiana Crawfish branded pre-session giveaway items. During the general session promotion will include session of your choice designated as "Presented By: Your Organization". Up to 5 minute partner message during the session to 1,700 attendees. In-session video promoting Louisiana Crawfish (1-2 minutes) at the start of the session 5-10 second branded stinger multiple times throughout the session promoting Louisiana Crawfish with the Board's logo on the jumbo screen footer throughout the session. All branding and messaging featured on livestream 10 x10 booth space during the Expo.

**MOTION BY: A motion was made by Greg Faulk seconded by Chandra Scarber to approve this sponsorship for the amount of \$7,500.00. Motion Carried.**

Next, Yvette Bonanno gave her promotion update to the Board. She discussed all social media videos and posts. She has worked with multiple chefs to create videos featuring Louisiana crawfish. There are many crawfish festivals coming soon that she will attend as the spokesperson for the Board. She also plans on going on location to a crawfish farm to cook and get footage of crawfish ponds.

The Board discussed the 2023 billboard campaign locations. The billboard locations will be located in the following cities: Memphis, Shreveport, Dallas, Mobile, Tampa, Atlanta, San Antonio, Baton Rouge, Little Rock, Lake Charles and Houston. The billboards will run March 1, 2023– May 31, 2023.

Donald Dartez, RAD Consulting, gave a report on the Board's website.

Gene Cavalier gave the Board an update on LDAF activities.

Mark Shirley gave the Board an update on White Spot.

**Board Business:**

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will be Monday, April 24, 2023 at 1:00 p.m. location TBD.

**MOTION BY:** A motion was made by Chandra Scarber and seconded by Kip Lastrapes to adjourn the meeting. Motion Carried.