

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

July 15th, 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 Jewell
Greg Faulk
Kip Lastraps
Bill Pizzolato

MEMBERS ABSENT

Chandra Scarber
Ralph Babin
Jody Meche
Wayne Romig

Declaration of a Quorum:

A quorum was declared with 6 members present and 4 members absent.

Approval of Minutes:

The minutes from the January 15th, 2020 Board meeting were read.

MOTION BY: Wylie Jewell seconded by Kip Lastraps to approve the minutes from the January 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: Bill Pizzolato seconded by Wylie Jewell to approve the financials. Motion Carried.

Promotion & Research:

Patrick Fields, Nexstar, discussed a joint TV and 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. 196 local television stations in 114 markets reaching 63.7% of U.S. TV households. Facebook and Instagram's ad platform allows you to target specific audiences with paid ads that reach beyond your existing followers. Facebook and Instagram allow you to test multiple ad formats (including image, carousel and video) and multiple campaign objectives including Brand Awareness, Reach, Traffic, Video Views, Lead Generation, Post Engagement, Conversions and Event Responses.

MOTION BY: Greg Faulk seconded by Robert Buller to approve this promotional campaign for the amount of \$6,000.00. Motion Carried.

MOTION BY: Greg Faulk seconded by Robert Buller to pay for advertising changes that were made to the 2020 promotional campaign by the Fields Group for the amount of \$3,149.00. Motion Carried.

Cade LeJeune and Emmerson Lyons, Future Farmers of America (FFA), requested support of the La FFA Foundation for the annual state convention scheduled for June 7 – 10, 2021 in Alexandria, Louisiana. This event draws approximately 1500 FFA members, advisors, and guests from across our state. As the pre-session sponsor, the Board logo will be on items distributed at each of our 5 pre-sessions. In the past, these items have included cups, glow sticks, water bottles, gum, and small stuffed animals. The Board logo will be prominently displayed in the expo and convention program. In addition, the support helps to fund the FFA website, www.laffa.org, and will feature the Board logo year round as a partner of the Louisiana FFA.

MOTION BY: Greg Faulk seconded by Wylie Jewell to approve the FFA sponsorship request for the amount of \$3,000.00. Motion Carried.

Mr. Joshua Vaughan, University of Louisiana at Lafayette, gave an update on the automated crawfish-peeling machine. The key phases of the continuing work are: 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, development of new tail-meat removal subsystem. There were delays due to the Coronavirus. The campus closed on March 13 and there was no access to the fabrication facilities and no access to lab for testing. On June 8, access continued to be limited. The team is working on design revisions and will hopefully be back to full speed at start of fall semester. During the next quarter, finishing fabrication and testing, fabricating and testing the sub-system designs developed during COVID work-from-home.

Greg Lutz, LSU AgCenter, discussed the white spot project. Due to Coronavirus delays, the project will have a new start date of October 2020.

MOTION BY: Bill Pizzolato seconded by Kip Lastraps to approve the white spot project new start date. Motion Carried.

Next, the Board read a report from Dee Scallan on the Crawfish Tales project. She completed five schools and one project at the Knock Knock Museum before March. She had the remainder of the schools scheduled and materials purchased for the Knock Knock Museum projects, and then the pandemic hit and everything stopped. She is currently working with the museum on recording crawfish programs online. The museum has a built in movie studio and will record the programs, have the parents sign up for the program and pick up the supplies from the museum to take home. The children will tune in at a certain time for the crawfish program and Dee will act out the story and guide them through the make and take project. School visits will not be complete until the pandemic is over. She is working on the possibility of producing a similar recording sent to schools. In the meantime, she is working with the West Baton Rouge museum on continuing her school programs with them. She believes that this museum will be able to assist in getting literacy into the schools, as they have a very strong network of educators and schools.

Next, Jennifer Marsh, Louisiana Radio Network, discussed a joint radio project with rice and crawfish during national rice month. The Board passed on this proposal.

Board Business:

The Board next discussed the crawfish season.

No public comment

The date for the next Board meeting will be Wednesday, October 14th, 2020 at 1:00 P.M. location TBD.

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