**MINUTES**

**LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**November 12th, 2015**

**USGS NATIONAL WETLANDS RESEARCH CENTER**

**700 CAJUNDOME BLVD.**

**LAFAYETTE, LA**

**Call to Order:**

Ralph Babin, Chairman called the meeting to order at 1:00 P.M.

**Roll Call:**

**MEMBERS PRESENT** **MEMBERS ABSENT**

Ralph Babin Mike Bienvenu

Jody Meche Chandra Scarber

Greg Faulk Robert Buller

Kip Lastraps Wylie Jewell

Greg Benhard David Savoy

Bill Pizzolato

Wayne Romig

**Declaration of a Quorum:**

 Ralph Babin declared the presence of a quorum with 7 members present and 5 member absent.

**Approval of Minutes:**

The minutes from the June 3rd and September 9th Board meeting were read.

**MOTION BY**: Jody Meche and seconded by Bill Pizzolato to approve the minutes from the June 3rd, 2015 and September 9th, 2015 Board meeting. Motion Carried.

**Collections & Financial Report:**

Ralph Babin 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 Greg Benhard to accept the financial report as presented. Motion Carried.

**MOTION BY:** Kip Lastraps and seconded by Greg Faulk to have Ron Harrell check with Whitney Bank to make sure the Board’s money in both accounts is properly insured. Motion Carried.

**Promotion & Research:**

Dee Scallan gave a presentation regarding the success of Crawfish Tales. The Board received a copy of all the thank you letters from the public schools that received copies of the Crawfish Tales book. She also gave the Board a copy of a thank you letter from the Lieutenant Governor, Jay Dardenne. He thanked the Crawfish Board for their generosity in funding the Crawfish Tales project which greatly enhanced the student educational and visitor experience. Dee next requested $26,000.00 from the Board to purchase 1300 Moby Pincher Crawfish books. This would include the following: (a) Division of books into 260 sets (5 books a set) with each set placed into a bag printed with the Louisiana Crawfish Promotion and Research Board logo. (b) Delivery of books to 260 elementary school libraries in the following 10 parishes: Bossier, Caddo, Rapides, Livingston, Ascension, Tangipahoa, Terrebonne, Lafourche, Lafayette, Calcasieu.

**MOTION BY:** Greg Benhard and seconded by Wayne Romig to fund a request for the Moby Pincher Crawfish books project in the amount of $26,000.00. Motion Carried.

Donald Dartez with RAD Consulting Group presented to the Board a proposal to design, build, update and maintain the Moby Pincher Education website. This will also make the Moby Pincher Education website responsive. This will format the website to make it viewable on any device.

**MOTION BY:** Jody Meche and seconded by Greg Faulk to fund $11,240.00 to Mr. Donald Dartez with RAD Consulting Group to design, build, update and maintain the Moby Pincher Education website. Motion Carried.

Stephen Dufreche with the University of Lafayette presented to the Board the status and results of Phase II of the automated processing machine project.

A no-cost extension was requested by UL to extend the completion date of Phase II of the automated processing machine project to March 31st, 2016.

**MOTION BY:** Kip Lastraps and seconded by Greg Faulk to approve the no-cost extension request to extend the completion date of Phase II of the automated processing machine project to March 31st, 2016. Motion Carried.

Next, Jessica Lange presented the Board with ideas and costs of the 2016 billboard campaign. These billboards will promote Louisiana crawfish, the Board and the Board’s website.

**MOTION BY:** Jody Meche and seconded by Greg Faulk to give Jessica Lange the authority to

to spend an additional $20,000.00 on the 2016 out of state billboard campaign. The total of the 2016 out of state billboard campaign is not to exceed $70,000.00. Motion Carried.

Jessica then discussed the Board’s new Facebook page. There will be videos, pictures and recipes on this page. It is a great tool to gain followers and promote interest in Louisiana crawfish and the Board. This will also lead more people to visit the Board’s website.

A video of Holly Clegg’s Louisiana Crawfish Cornbread Dressing was shown to the Board. This video will be on the Board’s website, Facebook page, Holly’s website and her YouTube page.

**MOTION BY:** Jody Meche and seconded by Greg Faulk to fund the $40,000.00 for the promotional contract with Holly Clegg. Motion Carried.

**Board Business:**

**MOTION BY:** Kip Lastraps and seconded by Wayne Romig to renew and raise Jessica Lange’s contract to $10,000.00 a year. Motion Carried.

**MOTION BY:** Greg Faulkand seconded by Jody Meche to rescind the motion made at the June 3rd, 2015Board meeting to give Steve Minvielle up to $5,000.00 for travel expenses for the billboard campaign. Motion Carried.

**MOTION BY:** Jody Meche and seconded by Kip Lastraps to fund Donald Dartez with RAD Consulting Group $3,200.00 to update the Board’s website to make it responsive. Motion Carried.

**No public comment**

**Next Board Meeting Date:**

The date for the next Board meeting will be Thursday, February 4th, 2016 at 1:00 P.M. at the USGS National Wetlands Research Center in Lafayette.

**MOTION BY:** Jody Meche and seconded by Kip Lastraps to adjourn the meeting. Motion Carried.