

MINUTES

THURSDAY, MARCH 31, 2022
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
47076 N MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:13 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Sharkey.

MEMBERS PRESENT

MICHAEL SHAUN HOUEYE
ROBERT SHARKEY
SUSIE SHARKEY
DARRELL SINAGRA
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

TED MILLER
RANDY MORELL

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Darrell Sinagra to approve the minutes of the December 9, 2021, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the September 2021 through February 2022 financial reports.

A motion made by Michael Shaun Houeye and second by Robert Sharkey to approve the September 2021 through February 2022 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. He began the presentation with the Dairy Board Grant proposed budget (January 2022-June 2022) which includes outdoor (outdoor panels using four existing printed vinyl panels with Certified LA logo. Panels up April and May 2022, included agency time) - \$8,000.00; agency and creative services (vendor coordination and media placement) - \$2,000.00; and digital display ads (digital display ads addressing target marketing using existing creative elements) - \$5,000.00 for a total of \$15,000.00. Mr. Garrison explained that outdoor panels with Lamar will be purchased at a bumpable rate, meaning that a chosen location may be bumped if someone else pays a higher price for the spot, in which case the Board's location would be moved somewhere else. He said that two digital panels will be purchased through Outfront Media for \$1,000.00 apiece, one in New Orleans and another on the Northshore. Mr. Garrison stated that the other panels in the Baton Rouge and Lafayette areas will use vinyls so only two need to be printed at \$650.00 each, saving money on not having to print vinyls for the other two panels.

Mr. Garrison continued his presentation with the Dairy Board proposed budget which includes social media management and development (creation of up to eight social media posts per month; increase awareness of dairy products and farmers) - \$17,200.00; content promotion and targeted messaging (promotion of up to eight posts per month to help increase website following) - \$4,800.00; new campaign creative, video and production support [copy and broadcast support for up to five :30-1-minute videos (farmers, Lucy Anna)] - \$4,000.00; outdoor panels to extend grant campaign (five panels placed in June 2022) - \$7,000.00; digital ads campaign (digital display ads addressing target marketing using existing creative elements) - \$5,000.00; t-shirt design, printing and related promotional materials (digital display ads addressing target marketing using existing creative elements) - \$6,000.00; and agency services (cost for supervision and project coordination) - \$6,000.00 for a total of \$50,000.00.

Mr. Garrison presented the 2022 dairy campaign idea, "Dairy goes better with..." showing board members ad options including "Milk It! Cookies Go Better With Milk;" "Whip It! Desserts Go Better With Cream;" "Cheese It! Dinner Goes Better With Cheese;" and "Butter It! Steaks Go Better With Butter." Mr. Sinagra suggested adding the word "Real" to the "Butter It! Steaks Go Better With Butter" ad so it reads, "Butter It! Steaks Go Better With Real Butter." He explained that many people do not know the difference between real butter and imitations. Mr. Garrison continued presenting ad options including "Cheese It! Pizza Goes Better With Cheese;" "Cheese It! Bread Goes Better With Cheese;" "Cream It! Desserts Go Better With Ice Cream;" "Cheese It! Grilling Goes Better With Cheese;" "Butter It! Seafood Goes Better With Butter;" and "Milk It! Breakfast Goes Better With Milk."

Mrs. Estay requested feedback from the Board regarding the ads that should be used for the two stationary billboards. She suggested making the milk splash more prominent on the ad showing cereal. Board members chose the "Milk It! Breakfast Goes Better With Milk" and "Cheese It! Pizza Goes Better With Cheese" ads for the stationary billboards. They were in favor of using all of the ad concepts for the digital billboards, except for "Whip It! Desserts Go Better With Cream." Mrs. Estay stated that savings in any category of the advertising budget could be used toward extra weeks of digital billboards. She said that the Board can vote to

approve for her to determine the details of the locations if there are any budget savings. Mr. Garrison said that the ads for the digital billboards will be rotated equally.

A motion made by Robert Sharkey and second by Darrell Sinagra to approve Director Michelle Estay to utilize any FY '22 budget savings in an approved category towards determining additional billboard locations and/or run times. The motion carried.

Mr. Garrison presented the "Real Milk" t-shirt design concepts which would be on an antique cherry red shirt with black type. He showed "Design A" with "Nutritious and Delicious" at the bottom; "Design B" which bolds the words "Real Milk" and has a rainbow-type layout with a circular design and "Nutritious and Delicious" at the bottom; and "Design C" which also has a rainbow-type layout with "Nutritious and Delicious" in the headline at the top. Mrs. Estay asked for feedback from board members regarding the t-shirt design. Board members were in favor of using "Design A" which shows "Real Milk" with the flag look and bolding or enlarging "Nutritious and Delicious" with the design on the front of the shirt and the circular Board logo centered on the back. Mrs. Estay requested that Mr. Garrison get samples of the t-shirt colors before printing to make sure it is a berry-color red and does not look too red or too pink. Mrs. Sharkey also suggested that Mrs. Estay look at ordering Louisiana Dairy Farmers summer caps from the Board's promotional budget.

OTHER BUSINESS

Mrs. Sharkey informed board members that she was contacted by Lisa Miller regarding the Board sponsoring a banner for a rodeo in Central that would benefit St. Jude Children's Hospital. Mrs. Estay explained that it is the 64th Annual Pro Rodeo that will be held May 6-7. She reviewed the various sponsorship options. Mrs. Sharkey said that it is due by April 4. Mr. Sinagra inquired about the chute gate banner. Mrs. Estay explained that it costs \$350.00 and would be displayed both nights with sponsor recognition during each performance. She said that four complimentary tickets come with the sponsorship, and since board members cannot accept them, she will check into how the Board would be able to give them away.

A motion made by Darrell Sinagra and second by Michael Shaun Houeye to allocate \$350.00 for the rodeo advertisement. The motion carried.

Mrs. Estay explained that there are only six chute gate banners available, so if they are already booked, she will select the arena banner for \$250.00.

Mrs. Sharkey informed board members that Flowing Hills Creamery still has not made any assessment payments after multiple opportunities so the Board will need to take action. Mrs. Estay explained that she tried to work with the company and received some information, but the communication stopped after that. She said that notices regarding assessments and late fees due were sent to the company via certified mail. Mrs. Estay said that one of the certified letters mailed was signed for by someone at the company, so it was delivered, and they are aware of the assessments due. She said that she spoke to a Management and Finance staff member about the matter, who then spoke to the Department's attorney. Mrs. Estay said they suggested sending an auditor out to check their books to confirm the information they gave to the Board and determine

the months that they gave the Board no information. She explained that the auditor could then come back with a figure, and the Board would move forward with voting to have a hearing, or the Commissioner would pursue the matter from there. Mrs. Estay stated that the auditor would be LDAF staff.

Mrs. Estay informed board members that the Board will participate again this year in the Progressive Agriculture Safety Day by providing promotional items.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Robert Sharkey and second by Darrell Sinagra to adjourn. The motion carried.