

MINUTES

THURSDAY, JUNE 4, 2020
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 9:51 a.m.

She requested a moment of silence for former board member Matt Travis who recently passed away.

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 HOUEYE
ROBERT SHARKEY
SUSIE SHARKEY
DARRELL SINAGRA
CHUCK WAGNER (ALTERNATE)

MEMBERS ABSENT

TED MILLER
RANDY MORELL
COMMISSIONER MIKE STRAIN, DVM

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman.

Robert Sharkey nominated and Chuck Wagner seconded Susie Sharkey for chairman. With no further nominations coming forward, Susie Sharkey was elected chairman with a unanimous vote.

ELECTION OF BOARD REPRESENTATIVE FOR DAIRY MAX

It was discussed that this representative should be the chairman, but to vote officially anyway.

Mrs. Sharkey opened the floor for nominations for board representative for Dairy Max.

Robert Sharkey nominated and Chuck Wagner seconded Susie Sharkey for board representative for Dairy Max. With no further nominations coming forward, Susie Sharkey was elected board representative for Dairy Max with a unanimous vote.

Mrs. Sharkey opened the floor for nominations for vice-chairman.

Robert Sharkey nominated and Susie Sharkey seconded Darrell Sinagra for vice-chairman. Mr. Sharkey inquired if an alternate board representative for Dairy Max would need to be elected. Mrs. Estay said that Dairy Max is not set up that way, and Mrs. Sharkey could designate another member to go for her if she is unable to attend a meeting. With no further nominations coming forward, Darrell Sinagra was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Susie Sharkey and second by Robert Sharkey to approve the minutes of the December 18, 2019, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the November 2019 through April 2020 financial reports.

Mrs. Sharkey inquired about a company that has not been paying the assessment. Mrs. Estay stated that she has emailed this company and will send a certified letter from our in-house counsel. Mrs. Estay stated she had been speaking with the National Board on this issue as well.

A motion made by Robert Sharkey and second by Chuck Wagner to approve the November 2019 through April 2020 financial reports. The motion carried.

CERTIFIED LOUISIANA GRANT BUDGET

Mrs. Estay explained that the spending of some of the Certified Louisiana Grant funds was affected due to the coronavirus. She said the Board initially voted to spend \$4,000.00 for digital advertising, \$6,000.00 for the Saints program ad and \$16,000.00 for outdoor billboards. Mrs. Estay stated that the billboards were not put up because of the lack of drivers on the road and doing so would have been a waste of money. She said that these funds would need to be spent by June 30 to be utilized since there is no carryover.

Gerald Garrison of Garrison Advertising presented the updated 2020 Certified Dairy Grant budget including outdoor - \$16,000.00 budgeted, but held due to virus; agency and

creative services - \$4,000.00 budgeted and \$750.00 estimated spent; digital display ads - \$4,000.00 budgeted and spent (5/29-6/12); and New Orleans Saints ads -\$6,000.00 budgeted and spent for a total of \$30,000.00 budgeted and \$10,750.00 spent.

Mr. Garrison reviewed the digital ad data with board members. Mrs. Estay explained that the remaining funds could be used for more digital ads, billboards or promotional supplies. Mr. Garrison informed the Board that if they choose to do billboards, the panels could go up next week, or they could do digital panels which could go up quickly. Mrs. Estay said that approximately \$1,300.00 has been spent so far on agency fees. Mr. Garrison recommended placing more digital ads which are targeted to a specific audience. He explained how the target market is chosen and tracked. Mrs. Estay informed the Board that if they choose to place more digital ads, another target market could be added. Mr. Garrison said that radio advertising is another option as well for grant funds.

Mr. Houeye asked for Mrs. Sharkey's recommendations on spending the grant funding. She was in favor of promotional items and educational pamphlets that could be given out when the Board's fiberglass milking cow, Lucy Anna, went to events. Mrs. Estay stated that the Board has to decide how to spend \$16,000.00. She suggested spending another \$4,000.00 on digital ads which would leave \$12,000.00 for promotional items. Mrs. Estay reviewed some promotional items that were previously purchased by the Board. Mrs. Sharkey recommended allocating \$6,000.00 for digital ads and \$10,000.00 for promotional items. Mr. Garrison recommended overlapping the \$6,000.00 of additional digital ads with the current ads and running them for three weeks. He informed board members that the additional digital ads could start next week. Mrs. Estay stated that the additional ads could overlap a week with the current ones and run through June 20th.

A motion made by Michael Houeye and second by Robert Sharkey to not purchase billboards, but instead use the remainder of the grant funds to purchase \$6,000.00 of digital ads with any remaining funds being used to purchase promotional items. The motion carried.

Mrs. Estay asked the Board which audience they want to target with the additional digital ads and informed them that men could be included. Board members were in favor of leaving the target audience the same as it is with the current digital ads.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising gave a recap of the year's advertising, providing each member with a handout of the presentation. He updated board members on the 2019 Dairy Grant including the budget, outdoor advertising and digital ads.

Mr. Garrison presented the 2019/2020 campaign budget including the amount budgeted and estimated expenses for t-shirts; LSU Baseball Junior Announcer sponsorship coordination; LSU Dads & Daughters sponsorship coordination; graphic design, strategy, project management; and website and social media updates. He reviewed the LSU Dads and Daughters 2019-2020 partnership, explaining the assets delivered during the 2019-2020 season (percentages based on

COVID-19 pandemic partial spring season cancellation) and the Dads and Daughters entitlement. Mr. Garrison then reviewed the LSU Baseball 2019-2020 partnership, explaining the assets delivered during the 2019-2020 season (percentages based on COVID-19 pandemic partial spring season cancellation) and the Junior Announcer entitlement. He reviewed the bonus advertising received from LSU for the 2019-2020 partnership, explaining the bonus exposure.

Mr. Garrison discussed the partnership extension which is proposed make good exposure to be added to the 2020-2021 partnership. He explained that this proposed exposure during the 2020-2021 season includes LSU Men's Basketball (one :30 radio spot during each of the 30 LSU Men's Basketball games on the LSU Sports Radio Network) and LSU Baseball (one :10 live read during each of the 56 LSU Baseball games on the LSU Sports Radio Network and one :30 radio spot during each of the 8 LSU Baseball Coaches Shows on the LSU Sports Radio Network). Mr. Garrison informed the Board that the value of missed exposure is \$18,000.00 and the value of proposed make good exposure is \$20,100.00. Mrs. Estay requested that Mr. Garrison check with LSU to see if the Board can get ads that run longer than :10 since it is difficult to get the message across in that short period of time.

A motion made by Darrell Sinagra and second by Michael Houeye to accept the Garrison Advertising report. The motion carried.

GARRISON ADVERTISING CONTRACT

Mrs. Estay explained that Mr. Garrison is available as needed for services such as artwork and vendor coordination. She stated that the Board has contracted with Garrison for three years in the past, and the current contract will run out on June 30. Mrs. Estay informed board members that if they would like to continue working with Garrison for advertising, they will need to vote to approve a new contract for the next three years for his services on an as-needed basis for the same amount of money not to exceed a certain amount.

A motion made by Chuck Wager and second by Michael Houeye to renew Garrison's contract for a three-year period. The motion carried.

FY 2021 PROPOSED BUDGET

Mrs. Estay read the current year budget. She recommended keeping the FY 2021 working budget the same as this year, minus the \$30,000.00 grant which she is unsure if the Board will receive. Mrs. Estay explained that changes to the budget can be made at the next meeting if board members wish to do so. She suggested reducing promotional supplies down to \$16,000.00 since the Board will be purchasing promotional items with grant funding. Mrs. Estay recommended going with the current budget levels minus the grant \$30,000.00 and making the promotional supplies \$16,000.00 which would allow enough money to purchase the t-shirts and other miscellaneous items.

A motion made by Susie Sharkey and second by Robert Sharkey to approve the new budget for FY 2021 to remain the same without the Certified Grant funds and reduce the promotional items to \$16,000.00. The motion carried.

OTHER BUSINESS

Mrs. Estay stated that board members were given a copy of the Dairy Max report for their review.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Susie Sharkey and second by Michael Houeye to adjourn. The motion carried.