

MINUTES

WEDNESDAY, JUNE 25, 2014
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
5825 FLORIDA BOULEVARD
LDAF 2ND FLOOR CONFERENCE ROOM
BATON ROUGE, LA

CALL TO ORDER

Chairman Lanny Conerly called the meeting to order at 10:04 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Conerly.

MEMBERS PRESENT

LANNY CONERLY
DONNIE FISHER
ROBERT SHARKEY
SUSIE SHARKEY
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

MACK BROWN
HARVEY BURFORD
JERRY SIMPSON

PUBLIC COMMENT

Gerald Simmons of the Louisiana Dairy Products Association updated the Board on the 2014 legislative session. He said that bills that would have allowed the sale of wine ice cream and raw milk were defeated. He also said that minimum wage bills that would have had a devastating effect on the agriculture industry were defeated.

Dairy farmer Joy Womack stated that she testified against the raw milk bill. She informed board members that she has attended a few meetings to promote milk.

John Ramer of the Department of Health & Hospitals stated that Gerald Simmons and Commissioner Strain were a big help in getting the raw milk bill defeated, and Matt Ewing of DHH worked a number of hours on it.

Additional attendees were acknowledged and invited to introduce themselves.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Susie Sharkey to approve the minutes of the March 20 and April 24, 2014, meetings. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the March, April and May 2014 financial reports.

A motion made by Donnie Fisher and second by Robert Sharkey to approve the March, April and May 2014 financial reports. The motion carried.

Mrs. Estay informed the Board that there were three areas that were a little over budget. She stated that the promotional supplies budget is \$8,000.00, but \$8,162.75 was spent and suggested increasing the budget to \$8,175.00. She said that the in-state administrative travel budget is \$199.00, but suggested increasing it to \$299.00 due to travel for the upcoming Farm Bureau Convention. She stated that the postage budget is \$25.00, but \$41.17 was spent and suggested increasing the budget to \$42.00.

A motion made by Donnie Fisher and second by Robert Sharkey to increase the promotional supplies budget to \$8,175.00, the in-state administrative travel budget to \$299.00 and the postage budget to \$42.00. The motion carried.

FY 2015 PROPOSED BUDGET

Mrs. Estay read the “2014-2015 Budget Discussion Data” handout, reviewing the outstanding bills, anticipated assessments and estimated activity through June. She estimated that the expenditure into savings for FY 2014 would be \$29,000.00, leaving \$110,000.00 remaining in savings. Donnie Fisher recommended spending into savings until about \$20,000.00 is left. Mrs. Estay stated that if board members vote to keep the current budget, except for reducing the ad agency budget to \$100,000.00, the Board will spend approximately \$20,000.00 into savings.

A motion made by Susie Sharkey and second by Donnie Fisher to keep the current budget for FY 2015, except for reducing the ad agency budget to \$100,000.00. The motion carried.

Mrs. Estay informed board members that she received an e-mail from the New Orleans Saints requesting that the Board place an ad in their program this year that would cost \$6,000.00. Board members expressed that they want to wait until an ad agency is chosen before making a decision to advertise in the Saints program this year.

LOUISIANA NETWORK MEDIA

Neal Gladner of Louisiana Network updated the Board on the advertising it did with Tiger Rag the first six months of the calendar year which included being a sponsor of the Recruiting Report on the digital and print editions. He presented the renewal proposal for July-December which would cost \$600.00 per month for a total of \$3,600.00.

A motion made by Donnie Fisher and second by Susie Sharkey for the Board to continue to advertise in Tiger Rag for another six months for a total cost of \$3,600.00. The motion carried.

XDESIGN ADVERTISING REPORT

Hunter Territo of XDesign updated the Board on advertising efforts including Facebook, outdoor media and point of purchase. Christine Kennedy gave a recap of the 2013-2014 marketing and advertising budget which totaled \$11,500.00 and stated they were under budget by \$11.90.

SUDIA REPORT

Mr. Conerly informed the Board that the contract with SUDIA expires in December and they will need to decide how to proceed with the renewal, possibly executing a three-year contract again.

Cheryl Hayn and Stephanie Yow presented the SUDIA report. Mrs. Hayn began the report with updates on the Great American Milk Drive; McDonalds introducing Go-Gurt and themed milk jugs; McDonalds new milk nutrition messaging; Taco Bell breakfast being a huge success; milk and Quaker. Growing milk sales with expanding usage opportunity; and national retail activation. Mrs. Yow continued the presentation and updated the Board on dairy everywhere in Louisiana schools; promoting school breakfast; summer feeding; Strive for 35; Fuel Up to Play 60; what's coming up; colleges and universities – sports nutrition initiative; health professional promotions – April 2014; and media tour – May 2014. Mrs. Hayn completed the presentation with updates on the chef's training; Susie Sharkey's Dairy Farm Life video; communications update; social media; Dedicated to Dairy at retail – ‘Reaching Consumers in the Marketplace’; and Louisiana being dedicated to dairy.

Mrs. Hayn discussed the April 2014 SUDIA financial report and informed board members that copies of this report could be found in their folders.

SELECT RFP EVALUATION TEAM

Mr. Conerly advised board members that they need to select a RFP evaluation team to score submitted proposals.

A motion made by Donnie Fisher and second by Robert Sharkey to select Susie Sharkey, Robert Sharkey, Donnie Fisher, Lannie Conerly and Michelle Estay as the RFP evaluation team. The motion carried.

Mrs. Estay informed board members that they can still call advertising agencies that submitted proposals back for oral presentations if they choose to do so.

Mr. Conerly requested feedback from board members regarding the SUDIA contract. He stated that he would like the Board to return to a three-year contract with SUDIA. Wanda Ward, in charge of contracts for LDAF, stated that the Office of Contractual Review was at first in question about the sole source materials for the last contract, but what was provided turned out to be fine. Mrs. Estay said that she will check with Commissioner Strain about executing a three-year contract with SUDIA, and the Board can vote on whether to do so at the next meeting.

**RECESS FOR EVALUATION OF PROPOSALS SUBMITTED IN REPLY TO RFP
#160234-LDAF-DIPB-15-01**

A motion made by Donnie Fisher and second by Robert Sharkey to recess the meeting for the evaluation of proposals submitted in reply to the RFP. The motion carried.

**RECONVENE FOR EVALUATION TEAM TO MAKE RECOMMENDATION TO
BOARD & VOTE CONSIDERATION**

A motion made by Donnie Fisher and second by Robert Sharkey to reconvene the meeting. The motion carried.

Mr. Conerly stated that the ad agency chosen by the RFP evaluation team was Garrison Advertising, and the Board would need to vote to officially accept this agency.

A motion made by Donnie Fisher and second by Susie Sharkey to accept Garrison Advertising Agency as the new ad agency for promotion for the LDIPB and enter into a contract with them, designating Mrs. Estay to oversee getting the contract processed. The motion carried.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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