

MINUTES

THURSDAY, JULY 13, 2017
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 9:10 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

MACK BROWN
KENNETH RAY GILL
SUSIE SHARKEY
MATT TRAVIS
JOY WOMACK – ALTERNATE FOR ROBERT SHARKEY
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

HARVEY BURFORD
DONNIE FISHER
JERRY SIMPSON

PUBLIC COMMENT

There was no public comment.

IN-STATE ADVERTISING: LSU SPORTS ADVERTISING AND CREATIVE CONTRACT

Mrs. Sharkey informed board members that after the last meeting it was brought up that if the Board wants to do the LSU advertising, they need a commitment by next week. She explained that the Board voted at the last meeting to issue a RFP, but if they want to do the same advertising, then this would not allow them to commit to LSU before they offer the opportunity to others. Mrs. Sharkey stated that our contracts office advised that if the Board wants to do the same things, they can just contract with LSU directly to meet their time constraints. Mrs. Estay said that she spoke to Jerry Simpson and Donnie Fisher and Mrs. Sharkey said she spoke to Robert Sharkey about this issue.

A motion made by Kenneth Ray Gill and second by Matt Travis to contract directly with LSU for this year's advertising in the amount of \$50,000. Mrs. Estay explained that \$25,000

would be for Dad's & Daughters and \$25,000 would be for LSU Junior Announcer, the same as last year. The motion carried unanimously.

Mrs. Sharkey explained that since most of the money would be used for LSU projects, the RFP would not be necessary and the Board would only need to contract with the agency for advertising management, strategy and creative services. Mrs. Estay stated that the Board paid \$75,000 to Garrison Advertising last year, and if \$50,000 is paid to LSU directly this year, up to \$25,000 could be paid to Garrison which will total the amount spent for advertising last year. She advised board members that since a vote was made at the last meeting to issue a RFP, a vote to not enter into a RFP is needed due to it not being necessary anymore.

A motion was made by Mack Brown and second by Kenneth Ray Gill to rescind the vote made on June 27, 2017, for an advertising RFP. The motion carried unanimously.

A motion made by Mack Brown and second by Kenneth Ray Gill to contract with Garrison Advertising for advertising management, strategy and creative services for a three-year period of up to \$25,000 per year. The motion carried unanimously.

OTHER BUSINESS

Gerald Garrison of Garrison Advertising stated that he represents McDonald's in Shreveport, Monroe and other areas and informed the Board of a new promotion they will have nationally to give away free ice cream on July 16, National Ice Cream Day, to those who download their app. He said McDonald's is using this promotion to announce there will be no artificial preservatives, additives or flavors in their ice cream.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Mack Brown and second by Kenneth Ray Gill to adjourn. The motion carried unanimously.