

MINUTES

THURSDAY, SEPTEMBER 26, 2019
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 9:14 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
JOHN INGRAFFIA
ROBERT SHARKEY
SUSIE SHARKEY
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

MEMBERS ABSENT

MATT TRAVIS

ELECTION OF LDIPB OFFICERS

Mrs. Sharkey opened the floor for nominations for chairman. Robert Sharkey nominated and John Ingraffia seconded Susie Sharkey for chairman. With no further nominations coming forward, Chairman Sharkey closed the nominations. Susie Sharkey was elected chairman with a unanimous vote.

Mrs. Sharkey opened the floor for nominations for vice-chairman. Mack Brown nominated Robert Sharkey for vice-chairman. With no further nominations coming forward, Robert Sharkey was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

NEW ORLEANS SAINTS RADIO PROPOSAL

Don Nelson with WWL Saints Radio Network presented an advertising proposal to the Board. He stated that the Board has the option of advertising alone or combining their funds with those of the Louisiana Egg Commission and Certified Louisiana to promote all three industries if all of the entities choose to do so. Mr. Nelson informed board members that every ad purchased will be matched at no charge. He explained that the combined option would have a grand net total of \$18,000.00 per entity and include one 30-second ad in the pre-game show with Bobby Hebert; one 30-second ad in the post-game show; one 30-second ad in the Monday night Coaches Show; and two 5-second ads in 14 games. Mr. Nelson said that since the season has already started, they could make up the ads. Mrs. Estay stated that if the Board chooses to do this, it would probably be the end of October or first of November before the contract would be complete. Robert Sharkey expressed concern of missing several games already. Mr. Nelson said that if it is too late in the season, it can be postponed until next year so advertising could be done for the entire season. Mrs. Estay stated that the Board will have a meeting in June to prepare the budget for the next year. Board members were in favor of waiting until next year to consider this advertising. Mrs. Estay informed Mr. Nelson to consider looking for some other options for his presentation next year instead of the 5-second ads. She stated that was not a good fit for LDIPB messaging. Mr. Nelson said he would put some different things together for the next presentation.

APPROVAL OF MINUTES

A motion made by Robert Sharkey and second by Mack Brown to approve the minutes of the June 27, 2019, meeting. The motion carried.

FINANCIAL REPORTS

Michelle Estay read the July through August 2019 financial reports.

A motion made by Mack Brown and second by Robert Sharkey to approve the July through August 2019 financial reports. The motion carried.

DAIRY MAX PRESENTATION

Jennifer Duhon presented the Dairy MAX report. She updated board members on the following: school marketing; protecting flavored milk; trainings; Saints partnership; Saints FUTP 60 contest; health and wellness; Louisiana Academy of Family Physicians; Pizza My Heart; #DairyAmazing Symposium; other program areas; industry image and relations; business development; corporate communications; and upcoming events.

Mike Konkle continued the presentation with updates on the following: continuation of contract; new board seat formula; Dairy MAX officers; National UDIA Board seats; and Dairy MAX Louisiana revenue/expenses.

Mrs. Estay informed board members that the current Dairy MAX contract ends December 31, and there is an option to extend it for two additional years. She said that the Board can vote to extend the contract now or wait until the next meeting in December. Mrs. Estay stated that if all board members are pleased with Dairy MAX, they can vote on the contract now.

A motion made by Mack Brown and second by Robert Sharkey to extend the Dairy MAX contract for two years. The motion carried.

Mrs. Estay informed board members that June 2019 financial reports also need to be voted on for approval. She reminded the Board that at the last meeting they only discussed the financial, but did not vote to approve since the bank statement was still pending at the time of the meeting. She reviewed this report, stating that the Board did well with expenditures and utilizing grant funds.

A motion made by Mack Brown and second by Robert Sharkey to approve the June 2019 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report. Mr. Garrison updated the Board on ongoing campaign activities including LSU Dads and Daughters (property rights; event dates; events; promo items; print; outdoor; signage; radio; LSUSports.net; and Geaux-Mail) and LSU Baseball Junior Announcer (signage; LSUSports.net; and promo items).

Mr. Garrison gave a budget update for the 2018/2019 campaign budget including t-shirts (budget - \$15,750.00, YTD spent - \$15,559.31 with a variance of \$190.69); LSU Baseball Junior Announcer sponsorship coordination (budget - \$1,625.00, YTD spent - \$1,625.00); LSU Dads & Daughters sponsorship coordination (budget - \$1,625.00, YTD spent - \$1,625.00); graphic design, strategy, project management (budget - \$4,500.00, YTD spent - \$4,500.00); and website and social media updates (budget - \$1,500.00, YTD spent - \$300.00 with a variance of \$1,200.00) for a total of \$25,000.00 budgeted, \$23,609.31 YTD spent and a variance of \$1,390.69.

Mr. Garrison presented the 2019/2020 campaign budget including t-shirts (budget - \$15,750.00); LSU Baseball Junior Announcer sponsorship coordination (budget - \$1,625.00); LSU Dads & Daughters sponsorship coordination (budget - \$1,625.00); graphic design, strategy, project management (budget - \$4,500.00); and website and social media updates (budget - \$1,500.00) for a total budget of \$25,000.00.

A motion made by Mack Brown and second by Robert Sharkey to approve the Garrison 2019/2020 campaign budget in the amount of \$25,000.00. The motion carried.

Mr. Garrison presented the updated 2019 Dairy grant budget including outdoor (budget - \$20,000.00, YTD spent - \$17,900.00); agency and creative services (budget - \$4,000.00, YTD spent - \$3,875.00); digital display ads (budget - \$4,000.00, YTD spent - \$4,000.00); and

promotional items and giveaways (budget - \$2,000.00, YTD spent - \$4,423.39) for a total of \$30,000.00 budgeted and \$30,198.39 YTD spent. He reviewed the advertising done with grant funding including outdoor creative, digital ad creative and digital ad data.

FY 19-20 CERTIFIED LA PROGRAM PROMOTIONAL GRANT

Mr. Garrison presented the updated 2019-2020 Certified Dairy Grant budget including outdoor (budget - \$16,000.00); agency and creative services (\$4,000.00); digital display ads (\$4,000.00); and New Orleans Saints ads (\$6,000.00) for a total budget of \$30,000.00.

Mr. Garrison showed board members the New Orleans Saints ad. Mrs. Estay stated that the Board has been asked to place the same ad in the New Orleans Pelicans Program for the same amount of money. She explained that if the Board votes to advertise in the New Orleans Pelicans program, grant funding would have to be taken away from another area such as outdoor. The Board discussions were to not advertise in the Pelicans program.

A motion made by Robert Sharkey and second by John Ingraffia to apply for FY 2019-2020 Certified Dairy grant funding and approve the Garrison proposed budget. The motion carried.

Mr. Garrison presented design ideas for the 2019 Washington Parish Fair t-shirt including “Lucy Anna (Energy = Milk + Chocolate)” on yellow, blue or green; “Cowjun Navy” on blue; “CowMooFlage” on black, white and gray camouflage; State of Louisiana milk splash on blue; “Make Real Milk Great Again” on red; “Moosiana” on black; Lucy Anna on “Moosiana” on black; and milk pouring on “Moosiana” on black. Board members were in favor of the red shirt with the “Milk” splash, but changing it to say “Real Milk” with another phrase following that has three “R” words describing milk. Mrs. Estay said that she will email board members the phrase when it is ready for their feedback. Mr. Garrison suggested making the word “Real” a little larger and adding the phrase under the word “Milk.” He said that the image will be printed on the front, with the logo on the sleeve. Mrs. Estay stated that the phrase could contain some of the following words: “refuel,” “replenish,” “refresh,” “rehydrate,” “repair” and/or “recover.”

Mrs. Estay informed the Board that she brought the fiberglass milking cow “Lucy Anna” to two elementary schools that week in celebration of World School Milk Day and educated children about milk. She showed them pictures of the event at Springfield Elementary School. Mrs. Estay stated that she has been asked to come to other schools and attend Old Farmer’s Day for two days with Lucy Anna as well.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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