

MINUTES

TUESDAY, JANUARY 7, 2014
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA

CALL TO ORDER

Chairman Chris Olah called the meeting to order at 5:48 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Mrs. Riecke.

MEMBERS PRESENT

REGINA BRACY
WILLIAM FLETCHER
KEVIN LIUZZA
MARK LIUZZA
ERIC MORROW
CHRIS OLAH
REBECCA RIECKE (COMMISSIONER MIKE STRAIN DVM'S DESIGNEE)

MEMBERS ABSENT

AMANDA HEBERT
HEATHER ROBERTSON

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Regina Bracy and second by Eric Morrow to approve the minutes of the November 19, 2013, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Riecke read the financial reports for the month of November 2013, a copy of which was distributed to each member.

A motion made by William Fletcher and second by Kevin Liuzza to approve the November 2013 financial reports. The motion carried.

SPECIALTY CROP BLOCK GRANT

Michelle Estay, in charge of the Specialty Crop Block Grant Program for the Louisiana Department of Agriculture & Forestry, stated that she originally came to speak about the 2014 grant which would need to be submitted in May with funds being available in October if awarded. She informed the Board that there were problems with a grant awardee in the 2013 grant cycle, and there is a good possibility that those funds will be back in play. Mrs. Estay said that she would have to go back to the pool of applicants to see if there are any projects that could use the funds. She explained that if the additional dollars are going to be available, the Board's one year award could be changed into a two or three year project depending on how the money is divided and promotional activities could be extended for that time period. Mrs. Estay stated that she has checked with most applicants who said they do not need the funds, but is waiting to hear back from one more. She said that after checking with the last applicant to see if the funding is needed, the determination can be made whether to extend the Board's grant from a one year project to a two or three year depending on the funding left. Mrs. Estay explained that Director Rebecca Riecke would need to amend the grant application by submitting a change in scope. She stated that if the Board would like to receive the additional funding and extend the project should funding become available, board members would need to vote to do so and then vote to amend the contract to reflect that change.

A motion made by William Fletcher and second by Regina Bracy to amend the 2013 Specialty Crop Block Grant project and submit a change in scope, changing the project work plan activities to conduct a total of two or three years of activities instead of the current one if additional funding is received. The motion carried.

A motion made by Chris Olah and second by Regina Bracy to approve amending the 2013 Specialty Crop Block Grant contract with the Louisiana Department of Agriculture & Forestry to reflect the two or three year plan if additional funding is received and USDA approval is granted. The motion carried.

A motion made by William Fletcher and second by Regina Bracy to authorize Director Rebecca Riecke to make the necessary plan changes to submit for USDA approval, approve the details of the amended contract with LDAF and sign the contract on behalf of the Board if additional funding is received. The motion carried.

Mrs. Estay discussed that the Board could still go ahead and vote to apply for the 2014 Specialty Crop Block Grant funds.

A motion made by William Fletcher and second by Regina Bracy to authorize Director Rebecca Riecke to apply for the 2014 Specialty Crop Block Grant on behalf of the Board for advertising or other promotional purposes as deemed important to the industry if additional funding is not received in the interim. The motion carried.

SCORING OF STRAWBERRY RFP PROPOSALS

Wanda Ward, in charge of contracts for LDAF, explained that five proposals were received in response to the reissued RFP. She stated that two of the submitted proposals did not meet all of the mandatory requirements. She distributed and explained handout materials to the evaluation committee consisting of present board members for their use in scoring the RFP proposals.

A motion made by William Fletcher and second by Kevin Liuzza to recess for the evaluation committee to score the submitted Strawberry RFP proposals. The motion carried.

The meeting recessed at 6:05 p.m.

A motion made by William Fletcher and second by Eric Morrow to reconvene the meeting. The motion carried.

The meeting reconvened at 6:43 p.m.

Mrs. Ward informed the Board that she tallied the scores for the three proposals that met all of the mandatory requirements, and Garrison Advertising received the highest score.

A motion made by William Fletcher and second by Eric Morrow to select Garrison Advertising as the winning ad agency of the Strawberry RFP and enter into a contract with them for consulting services to administer the Board's advertising, promotion, and public relations program for the maximum amount of \$210,000. The motion carried.

A motion made by William Fletcher and second by Kevin Liuzza to authorize Director Rebecca Riecke to approve the details of the contract with Garrison Advertising. The motion carried.

OTHER BUSINESS

Mrs. Riecke stated that the Board would either need to meet again to approve the proofs of what Garrison Advertising presents before the advertising campaign begins, or board members could authorize her to approve the proofs with their input via e-mail and telephone correspondence.

A motion made by Chris Olah and second by Eric Morrow to allow Mrs. Riecke to approve advertising proofs and consult with board members as needed. The motion carried.

Mr. Fletcher stated that the Board would need some flexibility as to when the advertising starts since the season has already been delayed due to weather. Board members suggested having a tentative start date for the first week of March. Mrs. Riecke said that she would stay in touch with board members to make sure that date is still good or if the start date needs to be pushed back further.

PUBLIC COMMENT

Gerald Garrison of Garrison Advertising thanked the Board for their business and answered questions from board members regarding the advertising campaign.

ADJOURNMENT

No further comments were made. A motion made by Regina Bracy and second by William Fletcher to adjourn. The motion carried.