

MINUTES

WEDNESDAY, JULY 27, 2016
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 5:30 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

DAVID ATKINS
DALE CARONA
WILLIAM FLETCHER
HEATHER ROBERTSON
JIMMY SCHLIEGELMEYER
REBECCA RIECKE (COMMISSIONER MIKE STRAIN DVM'S DESIGNEE)

MEMBERS ABSENT

EDDIE FAUST
KEVIN LIUZZA
MARK LIUZZA
ERIC MORROW
DR. ALLEN OWINGS

PUBLIC COMMENT

There was no public comment.

2013 SPECIALTY CROP BLOCK GRANT CONTRACT AMENDMENT TO INCREASE FUNDING AWARD

Mrs. Riecke informed the board that the current 2013 Specialty Crop Block Grant award is \$86,713.98. She stated that \$10,500 has been made available to the board that was returned from another grant project and must be used by September 30, the end of the grant period. Mrs. Riecke said that this additional funding is enough to pay for the banner flags that the board had discussed in the past for promotional purposes. She reviewed a handout of what the flags will look like and explained that the additional grant money would pay for twenty 15-foot flags including stands for outdoor events and two 9-foot flags including stands for indoor events.

Mrs. Riecke explained that three votes would be needed for the board to receive the additional grant money under the current project and spend it. She stated that the first vote

needed is to amend the contract to increase the award by \$10,500 and update the budget narrative. Mrs. Riecke reviewed a handout detailing the contract amendment.

A motion made by Heather Robertson and second by David Atkins to amend the 2013 Specialty Crop Block Grant project contract with the Louisiana Department of Agriculture & Forestry to increase the award by \$10,500 for a total of \$97,213.98 and update the budget narrative to reflect this increase in ad agency and supplies/collateral spending. The motion carried.

Mrs. Riecke explained that the second vote needed is to authorize her to approve details of the amended contract and sign it as director on behalf of the board.

A motion made by Jimmy Schliegelmeyer and second by Dale Carona to authorize Director Rebecca Riecke to approve the details of the amended contract with LDAF and sign the contract on behalf of the board. The motion carried.

Mrs. Riecke stated that a third motion is needed to expend these funds and purchase the banner flags.

A motion made by Heather Robertson and second by Jimmy Schliegelmeyer to expend up to \$10,500 for the ad agency to produce promotional custom banner flags and other advertising materials that may be needed to support and complete the consumer awareness campaign project efforts. The motion carried.

Mr. Schliegelmeyer informed the board that there are several events he plans to attend where he can take the banner flags to promote Louisiana strawberries. Mrs. Riecke said that she can store the banner flags at the Hammond LDAF when they are not being used.

OTHER BUSINESS

Mrs. Riecke informed board members that the next board meeting would be scheduled for early September.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Jimmy Schliegelmeyer and second by Heather Robertson to adjourn. The motion carried.