

MINUTES

TUESDAY, SEPTEMBER 29, 2020
LOUISIANA STRAWBERRY MARKETING BOARD MEETING
47076 NORTH MORRISON BOULEVARD
CONFERENCE ROOM
HAMMOND, LA

CALL TO ORDER

Chairman William Fletcher called the meeting to order at 6:20 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 Ms. Riecke.

MEMBERS PRESENT

COMMISSIONER MIKE STRAIN, DVM
WILLIAM FLETCHER
TREY HARRIS
DR. CHARLIE HUTCHISON
KEVIN LIUZZA
SHELLEY MATHERNE

MEMBERS ABSENT

MARK LIUZZA
ERIC MORROW
HEATHER ROBERTSON

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Mr. Fletcher opened the floor for nominations for chairman.

Kevin Liuzza nominated and Trey Harris seconded William Fletcher for chairman.

A motion made by Commissioner Strain and seconded by Shelley Matherne to close the nominations for chairman. With no further nominations coming forward, William Fletcher was elected chairman with a unanimous vote.

Mr. Fletcher opened the floor for nominations for vice-chairman.

Trey Harris nominated and William Fletcher seconded Kevin Liuzza for vice-chairman.

A motion made by Commissioner Strain and seconded by Dr. Charlie Hutchison to close the nominations for vice-chairman. The motion carried, and Kevin Liuzza was elected vice-chairman with a unanimous vote.

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion made by Kevin Liuzza and seconded by Trey Harris to approve the minutes of the January 23, 2020, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2020 and July through August 2020 financial reports, copies of which were distributed to each member.

A motion made by Shelley Matherne and seconded by Kevin Liuzza to approve the fiscal year 2020 and July through August 2020 financial reports. The motion carried.

FY 2021 PROPOSED BUDGET

Ms. Riecke explained the fiscal year 2021 proposed budget with the estimated income of \$30,000.00 in strawberry assessments and \$13,107.91 in grant income from the Specialty Crop Block Grant for a total of \$43,107.91. Budget expense categories were reviewed which included \$28,800.00 for advertising; \$700.00 for legislative egg breakfasts table/chair rental (if events take place); \$500.00 for Louisiana FFA Association - State Proficiency Award; and \$13,107.91 for Specialty Crop Block Grant expenses for a total of \$43,107.91.

Commissioner Strain stated that the Ag Expo has been canceled this coming year due to Covid-19 concerns. He informed board members that the LAFA grant offered in the past has not been approved to date. Commissioner Strain asked Michelle Estay, LDAF Director who was in attendance, when the Specialty Crop Block Grant funding would become available again. Mrs. Estay stated that the 2020 applications were processed, and projects awarded would be contracted to start October 1, 2020. She said that the new 2021 round of funding and application process would open in March 2021 with a project application filing deadline in May 2021 that is to be determined.

A motion made by Kevin Liuzza and seconded by Shelley Matherne to approve the fiscal year 2021 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report with a handout provided to each member. He reviewed the 2020 guiding strategy and budget breakdown for the 2020 campaign that included radio (budget - \$4,030.00, YTD spent - \$3,647.25); billboards (budget - \$22,000.00, YTD spent - \$20,821.82); and agency account support services (budget - \$2,770.00, YTD spent - \$2,799.99) for a total of \$28,800.00 budgeted and \$27,269.06 YTD spent.

Mr. Garrison updated board members on advertising efforts including the four-week statewide radio campaign and billboards, explaining that bonus time was afforded to the Board due to additional exposure since some billboards remained up past the purchased date and a bonus digital panel was received. He discussed redoing and updating the Board's website as well as website traffic analysis. Commissioner Strain asked if billboards were a good advertising medium. Mr. Garrison explained that he thought they were, especially since the vinyls were already purchased and could be reused since they are stored once taken down. Mr. Harris inquired if Manchac's billboard location is available since so many people travel that route to shop. Mr. Garrison said he was not familiar with that specific location, but would look into it and the numbers.

Mr. Garrison discussed the 2020 LAFA Certified grant spending that included cable television (budget - \$12,000.00, YTD spent - \$12,000.00); website redesign (budget - \$8,000.00, YTD spent - \$8,000.00); digital ads (budget - \$5,000.00, YTD spent - \$5,000.00); promotional items - hats, shirts and "Jazzy" themed items (budget - \$4,200.00, YTD spent - \$4,139.84); and a promotional tent (budget - \$800.00, YTD spent - \$800.00) for a total of \$30,000.00 budgeted and \$29,939.84 YTD spent. Mr. Garrison reviewed the cable television summary, website redesign and digital ads including the final digital report and day part performance.

Mr. Garrison moved on to discuss the Specialty Crop Block Grant budget expenditures for the period of October 2018 through September 2019 that included the animated "Jazzy" video; coloring/activity books; survey brochures; signage/pop ups; in-store sampling; and agency fee, graphic design and vendor coordination. He reviewed the October 2019 through September 2020 Specialty Crop Block Grant budget expenditures including travel for Ag Expo; supplies (TV/DVD, iPad/stand, printer/ink and "Jazzy" costume); contractual (product sampling, educational outreach and agency fees); and other (booth fees at Ag Expo) which had a total budget of \$9,493.50. Ms. Riecke explained that additional grant funds were approved to add to this project due to unutilized funds from a different LDAF grant project that had ended. She stated that those funds were moved to this project to purchase the additional supplies including the costume. Mr. Garrison informed the Board that the amount left for year three of the grant is \$7,327.96.

Mr. Garrison discussed and showed photos from promotional events at the Crescent City Farmers' Market and Bash on the Bayou that included food sampling. He showed the coloring/activity books and photos from the Ag Expo booth event. Mr. Garrison opened his presentation to questions. Commissioner Strain asked the Board their thoughts on the current billboard artwork, and board members expressed that they like it.

OTHER BUSINESS

Commissioner Strain informed board members that the CFAP 2 is available through December 11, 2020, and strawberries are included. He stated that individuals may contact their FSA office with their records to apply.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

No further comments were made. A motion made by Shelley Matherne and seconded by Kevin Liuzza to adjourn. The motion carried.