

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

January 11, 2016

1:00 PM

Lingo Community Center
10284 Highway 17 South
Oak Grove, Louisiana

CALL TO ORDER

Matt Garber called the meeting to order at 1:05 PM.

ROLL CALL

Melanie Tullier called roll and declared a quorum.

MEMBERS PRESENT

Rickey Ables
Norm Brown, Jr.
Melvin Chappell (at 1:15 PM)
Larry Fontenot
Matt Garber
Garry Jones
Venoy Kinnaird
Todd O'Neal
Dr. Tara Smith

MEMBERS ABSENT

Hunter Fife
Walter Tuma

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE JULY 9, 2015 MEETING

Mr. Kinnaird made the motion to approve the minutes from the July 9, 2015, meeting. It was seconded by Mr. Ables and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. Mr. Fontenot made a motion to approve the Financial Report. Mr. Brown seconded the motion, and it was passed unanimously.

DIRECTOR'S REPORT

- Hosted the new USSPC Director, Kay Rentzel, to several farms and the ConAgra plant.
- Held the Sweet Rewards judging in July
- Attended the Sweet Potato on Farm tour at Black Gold in August
- Attended the Louisiana Restaurant Association show in August and unveiled the new "Sweeten the Pot" campaign. It was very well received by the public. We also assisted in hosting an even for the Seafood Challenge.
- In September, Commissioner Strain and Rene Simon attended Venoy Kinnaird's Pea Cooking event.

- In October, we attended the Produce Marketing Association’s show in Atlanta, GA.
- We will be partnering with Louisiana Fish Fry to promote using their products in our “Sweeten the Pot” campaign.
- ASPMI will be expanding their marketing efforts into Mexico, the Caribbean, and Canada.
- The USSPC and Kay Rentzel applied for a Specialty Crop Block Grant to be used for marketing.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Mr. Al McDuff and Mrs. Nancy Steiner updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission.

SWEET POTATO WEEVIL QUARANTINE UPDATE –ANSEL RANKINS, DIRECTOR, HORTICULTURE QUARANTINE DIVISION

Mr. Ansel Rankins and Mr. Richard Miller updated the board on their division’s activities.

OTHER BUSINESS

A) **Election of Officers**

- a. A motion was made by Todd O’Neal to nominate Matt Garber to the Chairman position. It was seconded by Venoy Kinnaird, and passed unanimously.
- b. A motion was made by Todd O’Neal to nominate Ricky Ables to the Vice Chairman position. It was seconded by Venoy Kinnaird, and passed unanimously.

PUBLIC COMMENTS

Dr. Tara Smith and Dr. Leonard updated the board on the activities that were on going at the LSU AgCenter.

Adjourn

Mr. Garber adjourned the meeting at 2:41 pm.