

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

MINUTES

April 18, 2013

10:00 AM

LSU EXTENSION OFFICE

8592 Hwy 1

Mansura, LA

CALL TO ORDER

Matt Garber called the meeting to order at 10:04 AM.

ROLL CALL

Mary Gallent called roll and declared a quorum.

MEMBERS PRESENT

Rickey Ables
Nelson Bordelon
Norm Brown, Jr.
Matt Garber
Garry Jones
Kalvin Keys
Ken Thornhill
Walter Tuma
Dr. Tara Smith

MEMBERS ABSENT

Larry Fontenot

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE JANUARY 3, 2013 MEETING

Mr. Thornhill made the motion to approve the Minutes as sent via email. It was seconded by Mr. Bordelon and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. He requested input from the board for the future budget. Mr. Tuma made a motion to approve the Financial Report. Mr. Bordelon seconded the motion, and it was approved unanimously.

DIRECTOR'S REPORT

- Mr. René Simon updated the board on the Weevil Quarantine Program. He stated that the farmers must be united in order to proceed.
- Mr. Simon stated that the US Southern Plant Board Conference would be held in New Orleans on April 21, 2013.
- Mr. Simon updated the board regarding PMA booth space and encouraged members to attend. PMA will be held October 19 – 20, 2013, at the Morial Convention Center in New Orleans, LA.
- Mr. Simon informed the board of the planning process of the United Sweet Potato Council meeting which will be held in January 2014.

- Mr. Simon notified the board that Sue Johnson-Langdon would be coming before the board later in the meeting to make a presentation on behalf of the American Sweet Potato Marketing Institute (ASPMI).

REPORT FROM DIANE ALLEN AND ASSOCIATES

Al McDuff began by introducing himself, Nancy Steiner, Meagan Cleworth. He then turned the meeting over to Nancy Steiner who gave the report. She updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission. She requested that the board amend the budget to cover additional expenditures.

A motion was made by Mr. Thornhill to amend the advertising budget from \$140,000 to \$155,000. It was seconded by Mr. Tuma, and approved unanimously.

APPOINTMENT OF THE NOMINATION COMMITTEE FOR COMMISSION MEMBERS TO FILL SET DAWSON'S UNEXPIRED SEAT (SHIPPER 07/01/2011 – 06/30/2015 1ST TERM)

After discussion from the board, a motion was made by Dr. Smith to nominate Venoy Kinnaird to fill the shipper position. It was seconded by Mr. Bordelon, and approved unanimously.

OTHER BUSINESS

School Nutrition Association of Louisiana 60th Annual State Conference Expo in New Orleans, June 26-27, 2013

Mr. Simon and Ms. Mary Gallent came before the board requesting permission to attend the School Nutrition Association of Louisiana's Expo. He requested the board amend the budget to cover the booth cost of \$475 plus travel expenses.

Mr. Bordelon made a motion to attend the School Nutrition Association's Expo, and cover the expenses incurred. It was seconded by Mr. Tuma, and passed unanimously.

Discussion on Request for Proposals (RFPs) for Advertising Agencies

A motion was made by Dr. Smith to solicit for Request for Proposals for Advertising Agencies. It was seconded by Mr. Keys, and passed unanimously.

Proposal by Sue Johnson-Langdon for the American Sweet Potato Marketing Institute (ASPMI)

Sue Johnson-Langdon came on behalf of the American Sweet Potato Marketing Institute (ASPMI) to invited the commission to join. The initial fee would include membership through January 1, 2015.

A motion was made by Mr. Thornhill to join the ASPMI, and commit to pay the fee in fiscal year 2014. Mr. Brown seconded the motion, and it was passed unanimously with Calvin Keys abstaining from the vote.

Time and Place for the next meeting

It will be announced at a later date.

Adjourn

Mr. Tuma made the motion to adjourn. It was seconded by Mr. Bordelon and passed unanimously.

FINAL