

## Louisiana Seafood Promotion & Marketing Board Minutes

August 20<sup>th</sup>, 2008

UNO Advanced Technology Center

2021 Lakeshore Drive, Suite 300

10:00 am

1) Roll Call

**Members Present:** Gary Bauer, Craig Borges, Kim Chauvin, Pete Gerica, Alan Gibson, Miriam Juban, Stephen Minvielle, Harlon Pearce, Darrel Rivere, Tommy Williams

**Members Absent:** John Folse, Don Schwab, Henry Truelove, Kevin Voisin

2) Approval of Minutes – **Moved by Gerica, seconded by Rivere, approved.**

3) Presentations/Petitions <1:10>

- a. UNO Foundation President & CEO Patrick Gibbs – Introduction by Ewell Smith about the partnership with the University and foundation. Short presentation on the structure and function of the UNO Foundation. Provides an avenue for the University to participate in community and industry partnerships outside of the traditional State avenues (examples in NASA, Lockheed Martin, Lake Pontchartrain Basin Studies, etc). Explanation of the relationship between their expenditures and UNO academic programs. Comments by Pearce about the need to move government at the speed of business <11:00>. Discussion of foundations as a method of private groups donating resources to a public entity; interactions with the state and state contracts; comparison of donations, endowments, and grants. Questions concerning the foundation <18:30>; comments by Wynnette concerning the LDWF Foundation and the potential conflicts with the state agency; clarifications on the distribution and management of the resources and the structure of the boards.

**A motion to accept amended agenda was made by Pete, seconded by Kim. Motion carries.**

4) Executive Director's Report <28:30> - Introduction of GASCO, the general media impact, and the relationships with other organizations in the production of the events. Slideshow of pictures and video of the event, along with comments by Smith (chefs that participated, hosts, the results, etc). News coverage of GASCO/LASEE <36:00>.

**A motion to approve the executive director's report was made by Miriam, seconded by Pete. Approved.**

- 5) Secretary/Treasurer Report <41:30> - Smith reviewed the state budgets and balances, as well as the appropriations and federal grants. Wynnette discussed the process of an appropriation from funds and grants, allocations, and the difference between the budgeted appropriations and the available "cash".

**A motion to approve secretary/treasurer report was made by Tommy, seconded by Pete. Approved.**

6) Other Business

- a. Further Epcot Discussions <46:00> - Board previously approved \$50,000 for a sponsorship, but there were concerns about the value of the investment, which Smith followed up on and reported doubts. **Darrel made a motion to rescind the previous motion to support CRT up to 15 k, motion seconded by Stephen. The motion was amended by Stephen and seconded by Alan to authorize \$10,000 with another \$10,000 available to the Director's discretion <55:30>. Discussion of the event, the logistics, the use of La chefs and seafood, etc. Motion passed.**

• Update on other events in which the LSPMB participates and works on: Chefs to Watch Sponsorship \$1,500, 4H sponsorship \$1,270, New Orleans Seafood Festival Sponsorship \$5,000.00, Friends of New Orleans sponsorship \$2,000 <1:02:30>.

**Motion by Darrel, seconded by Tommy and approved to provide a \$10,000 sponsorship of the National Restaurant Association Annual meeting in January 2009. <1:09:00>.**

- b. Monthly Reporting Mechanism for LSPMB activities - Skipped
- c. Education Committee <1:11:00> - Rivere reported on their activities and mission to educate new government representatives about the impact their decisions can have on the various sectors of the seafood industry. Planning to meet again before the next Board meeting.
- d. Bylaw Changes <1:14:00> - **Review of the changes, including attendance, quorum, and the committee formations. Confusion over what is being changed. Discussion of attendance policies and excusable absenteeism. Moved by Stephen,**

**seconded by Miriam, and approved to establish an attendance rule of no more than 3 unexcused absences per fiscal year before removal from board.**

- e. Byrd Amendment <1:28:00> - Report and explanation by Mineville about changes in the crawfish industry to dedicate portions of the BRD funds to specific purposes, including the LSPMB. Background information on the government decisions.
  - f. LSPMB Calendar of Events <1:33:00> - Chefs to Watch on Aug 26<sup>th</sup>; Crab Education Day on Sept 16<sup>th</sup>; National Restaurant Association Public Affairs Conference on Sept 23<sup>rd</sup>; Board Retreat tentatively in October.
  - g. LSPMB and Staff Retreat <1:36:30> - Brief description of the intended dates, location, and agenda.
  - h. Setting up a foundation – Discussed earlier.
  - i. Southern Shrimp Alliance <1:39:00> - SSA gave \$350,000 to South Central Planning for the promotion of wild-caught Louisiana shrimp, but the money is currently on hold due to LDWF decisions. Discussion of the flow of money and the requirements of the state in managing those funds.
  - j. Shrimp Taskforce <1:45:00> - Distribution of background information and report by Amanda Hardesty on the latest activities of the shrimp taskforce, including best handling practices, training, and third party inspection. Concerns about how the La Dept of Ag & Forestry will collect and use the inspection fee, particularly with respect to marketing.
  - k. Great American Seafood Cook-Off <1:54:30> - The LSPMB has been approached by the New Orleans Food & Wine Experience to move the GASCO to their event in May. There are some logistical concerns to be worked out, but the decision needs to be made by Nov 1<sup>st</sup>. General discussion of the pros and cons of moving the event.
  - l. Member Photos <2:06:00> -
- 7) Next Meeting Date – To Be Announced (Strategy Session)
- 8) Adjournment <2:07:00> **Moved by Pete, seconded by Kim.**

