

The Louisiana Seafood Promotion and Marketing Board (LSPMB) held their meeting on Tuesday, March 31, 2009 at UNO, 2021 Lakeshore Drive Suite 210, New Orleans LA 70122.

## LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD

### 1) ROLL CALL

**Present - Bauer, Chauvin, Gerica, Guilbeau, Guillory, Juban, Minvielle, Pearce, Williams, Voisin**

**Absent – Borges, Folse, Gibson, Rivere, Truelove**

### 2) APPROVAL OF MINUTES

A motion to approve the minutes was made by Gerica, seconded Chauvin. Motion carries.

### 3) PRESENTATIONS/PETITIONS

➤ **UPS Representative – no one showed up (Harlon gave overview of the program)**

➤ **Chris Robbins with Ocean Conservancy (Chris Robbins)**

**Chris Robbins explained their efforts are to assist fisherman become more competitive. He discussed, environmental challenges associated with shrimp fisheries, sustainability, habitat friendly fuel efficient gears.**

**Ocean Conservancy wants to make sure shrimpers in Louisiana attain**

**Kim suggests pushing the issue that Teds are great for by catch**

**They are working with banks and Louisiana Recovery Authority to offer grants and low interest loans to assist fisherman with the transitions**

Chris suggest writing to the Louisiana Recovery authority to request funding for these issues

### 4) EXECUTIVE DIRECTOR'S REPORT

Harlon explained Don Schwab submitted a letter of resignation.

Mr. Smith explains that they've selected a recipient to take Liz's old position. Rene LeBreton will start on April 27, 2009, he has a master's degree in marketing, he will be the liaison between the seafood board and HQ. a meeting transpired with the website folks last week, the contract should be finalized in a couple of weeks, its presently at OCR. Distributes letter from David Williams, someone Ewell met at the Boston Seafood Show. There were several board members at this year's Boston Show. We collected 35 trade leads, a postcard will be sent out next week. Bauer says he's glad he went, he took away confidence. There were lots of folks up their doing good business. Kevin thought it was terrible attendance and then had the most immediate result, sold 500 cases. Ewell talked about doing a booth similar to Florida. Kevin explain if we can provide an opportunity for others to present themselves that would be good. Kim explained she cooked alligator, crawfish, shrimp, fish, crabmeat, etc. Kevin explains they will help anchor the booth space. Florida's booth is 20 x 40. Ewell said if we make this step forward we will have to buy this portion of the real estate about 30K just for floor space. Harlon explains it's a major step to purchase a new display. David Williams is requesting the board to write a letter of support for a crawfish and catfish processing plant. Harlon suggest David Williams come to our next meeting for support.

The oyster education meeting was changed to this Thursday, it's now a Farm Bureau event.

Legislative day in Baton Rouge – museum is booked solid, now working on the Governor's Mansion, waiting on a date.

Iraq – the only expense would be airfare. The products would be donated. Our travel budget is at the limit but the secretary will give us the travel budget to make it happen. Ewell explains he need direction from this board. It's becoming difficult to do our job from two respects, HQ and the new board. We have so many different interest. The board need to decide if this board is representing

Ewell feels paralyzed with direction. He is willing to work hard but need to know what the board want to do.

Mr. Guilbeau explains there is some strong competing interest here. If we moved more toward a business standard Ewell's job would be much clearer. We should have an established budget that we can carve. He suggests allowing the marketing manager decide when to advertise, etc. Harlon explains Ewell spend a lot of time putting fires out.

Marketing efforts – 5k budgeted for the shrimp season, 10k for chrome kitchen, if want to do more we have money.

Ewell explains we met with Rouses, they are interested in sponsoring the LA Seafood Cook-off that will tie into Bonne Crevette. First delivery of shrimp to Rouses. The development of Bonne Crevette was to make people aware of the season beginning. Kim has an issue with Rouses that needs to be resolved. The shrimp people need to meet with Rouses before making a decision. Harlon explains we've always had a problem at the retail level with product.

We don't have time to really change anything for Bonne Crevette at this time says Kim. Presently there is 5,000 presently put up for this event.

**A motion to spend 20k for the 2009 bonne Crevette was made by Chauvin, seconded by Pete. After Bonne Crevette we come back to the table to quantify. Motion Carries.**

**Cook-off budget was distributed.**

**Ewell will need to bring in about 17k in sponsorships. He feels comfortable he can raise 10-20 k. Ewell just wants trust to make these events happen. Meeting with NOWFE to tie in Iron Chef for our Louisiana Seafood Cook-off.**

**A motion to authorize these funds as per the distributed budget and Ewell's explanation was made by Voisin, seconded by Guillory. Motion carries.**

**Deadliest catch Sid Hansen will Co-emcee for this year's cook-off. John Besh suggests Paula Dean to replace him but it would be costly. John Folse has expressed interest. Emeril was another suggestion by someone.**

#### **Upcoming Events**

**World's longest Oyster Po-boy, 300 blk Bourbon**

**Oyster Eating Challenge April 18**

**May 23 LA Seafood Cook-off**

**June 5 -7 LA Seafood Festival**

**July 18- 19**

**Bike Week May**

**A motion to accept executive director report by Chauvin, seconded by Voisin. Motion carries.**

#### 5) SECRETARY/TREASURER'S REPORT

Ewell discusses the report in depth.

SSA money is still under discussion

A motion to approve the secretary/treasurer report by Voisin, seconded by Gerica. Motion carries.

#### 6) BOARD MEMBER ITEMS

- a. **Website (Kim) – discussed already but need to have committee meetings. The office projects--- information to help. The information that is needed is to find out just how much time goes into each project and how much money goes into each project.**

(Kim) spoke with Ashley before the meeting. Ashley will provide exact dollar figure and the time it takes and measurability.

- b. Revisit the 5 year plan with Wynnette to get this developed (Kim) – send to executive committee. Joe Harrison asked for this plan. He wants to help this board. Kevin explains this means that someone wants us gone.
- c. Boat blessings update - no further information is available. Need to talk to Tommy Williams.
- d. Outreach to the industry--- was the video found, when will we begin on the audio tape...etc. –No video found, nothing currently available. Harlon explains Mike Moody made the video 10 years ago. Kevin concluded Mike is back at LSU. Contact him personally to find the video. Ashley looked into a pod cast, has to go to the website to listen to the audio take. Kim says the audio tape was for the VHF. 100.3 the fisherman dial into this radio station.

7) COMMITTEES

- A. Education – status quo
  - B. Executive Committee – status quo
  - C. Other Committees – status quo
- A motion to add a shrimp committee was made by Chauvin, seconded Voisin.  
Kim suggest education committee meeting.

8) OTHER BUSINESS

Kevin suggests sending a letter to Henry Truelove that he's miss two consecutive meetings, asking if he still wants to serve.

**A motion that if someone misses two consecutive meetings a letter be sent to them was made by Voisin, seconded Chauvin.**

Miriam Juban discusses the free choice act. Encourages the board to write Mary Landrieu in opposition of this free choice act.

Personal financial disclosure was distributed to the present members.

9) NEXT MEETING DATE

Tuesday, June 23, 2009  
10:00 am room 210

10) ADJOURNMENT

**A motion to adjourn was made by Gerica, unanimous second.**