

The LA Seafood Promotion and Marketing Board (LSPMB held their meeting on Wednesday, August 26, 2009 at UNO, 2021 Lakeshore Drive Suite 210, New Orleans LA 70122.

LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD

1) ROLL CALL

Members Present - Bauer, Chauvin, Folse, Gerica, Gibson, Guilbeau, Guillory, Juban, Minvielle, Pearce, Williams

Members Absent – Borges, Baumer, Rivere, Truelove, Voisin

2) APPROVAL OF MINUTES

A motion to approve the minutes of the previous meeting was made by Gerica, seconded by Williams. Motion carries.

3) PRESENTATIONS/PETITIONS

➤ **Leon Bechet/Milling, Benson & Woodward (Certification Program/Legal Approach)**

Thanks for allowing us to come and talk to us today. My partner Marie Breaux is also present today. What is going to get us to a thriving industry? Time to take action on long-term solutions. We have to get out of the circle of doom. How do we get out of the circle of doom, commodities market? We need to ban together, form a co-op. Let's market Louisiana as one entity. The benefits, sell a branded product, aggregate supply, national advertising and marketing, consistent quantity and quality. The co-op would be opened to all, no fee to join, free to continue to sell to others, abide by quality control provisions. The money will come from the sale of the premium product for advertising and operation of the coop.

➤ **Louisiana Economic Development**

4) EXECUTIVE DIRECTOR'S REPORT

Ewell begins his executive director report with information about the Louisiana Tailgating Experience. It was a big disappointment to Ewell. Our board had approved to sponsor the event for \$10k; he will go back to the board and offer them \$2,500.00.

Ashley discussed media coverage for GASCO and LASEE.

Ewell explains we've done this event for the past 6 years, this is the first time we've ever received press in every single state whether it was print, radio, etc.

This year's event Saturday was GASCO, Sunday was LASEE, but Monday was a dead day.

Next year we will have GASCO on Saturday, regional on Sunday, Monday 4h program at a national level; we are providing the space and helping with PR.

Crop Insurance – the oyster industry has their crop insurance up and running. It took about 3 years, 52 man hours, it's set up under USDA, and it can apply to every single industry. 35% of oyster industry has signed up, expecting it to increase to 50%. How to get to other industries, USDC is not structured to handle a crop insurance, but USDA can, has to insert the language in the bills. Need to work with Bustany office.

We can invite Rob Certa to speak at our next meeting

15:59 met with the crawfish board, rouses want to do a crawfish eating contest

Upcoming

Crab education day – October 09

We need to plan shrimp education day

A motion to accept the executive director report was made by Chauvin, seconded by Gerica. Motion carries.

5) SECRETARY/TREASURER'S REPORT

Ewell discusses the summary of the state budgets. We are in good shape across the board.

SPMF	\$177,888.99
Oyster Development	\$44,826.91
Shrimp Mkt	\$121,833.39
Crab Promotion	\$72,301.00
Shrimp trade	\$360,831.50
Alligator	\$42,286.82

➤ **New Budget 09/10**

We now have 9 budgets

GSMFC Disaster Grant – 278,514.00

Shrimp Trade Petition Account – 139,000

Shrimp Marketing- 175,867

A motion to accept the budgets as presented was made by Gerica, seconded by Williams.

➤ **Travel**

Ewell informed the board they are eligible to receive .52 per mile to and from board meeting.

6) BOARD MEMBER ITEMS

➤ **MSC Blue Crab Funding**

The crab task force met and they are working on getting MSC certification for the crabbing industry. The pre-assessment has already been accomplished. Gary Bauer discussed the program.

A motion to approve a BA7 for crab money was made by Bauer, seconded by Chauvin.

7) COMMITTEES

A. Education – status quo

B. Executive Committee – status quo

C. Shrimp Committee – Ratify Shrimp Budget

D. Other Committees- status quo

8) OTHER BUSINESS

SSA- spoke with John Williams, asking for our 300k back, we are working with state government to find a place holder

Kim ask is there is a list of restaurants somewhere that uses Louisiana Seafood? Ashley responds we've reached out to the Louisiana Restaurant Association.

What are the suggestions for validating that a restaurant sells Louisiana seafood asks Rene?

We are not in the business of being the restaurant police says Mr. Guilbeau, the idea to request a restaurant to send in an invoice proving they serve Louisiana Seafood is stupid.

When God eats seafood he comes to Louisiana says Folse.

Shrimp radio ad was played for the board

Seafood Safety task force concerns by Minvielle, would like to know if Harlon will sit on this board.

9) NEXT MEETING DATE

October 14 for 9am UNO Advanced Technology Center, Room 210

10) ADJOURNMENT

A motion to adjourn was made by Minvielle, seconded by Gerica.

Boston Seafood Show – next meeting agenda item.