

Louisiana Seafood Promotion and Marketing Board

Regular Meeting Minutes

December 10, 2014

1:00 p.m.

Capitol Park Welcome Center

702 N. River Road, Baton Rouge, LA 70802

Board Member	Present	Absent
Alan Gibson, Chairman	X	
Larry Avery	X	
Sherbin Collette	X	
Randy Davis	X	
Chalin Delaune	X	
Byron Despaux	X	
Daniel Edgar		X
Chef John Folse		X
David Maginnis		X
Al Marmande		X
Chef Peter Sclafani	X	
Sal Sunseri	X	
Pete Tortorich	X	
Sarah Voisin	X	

Introduction of Staff and Guests:

Staff:

Karen Profita, Executive Director

Lisa Manda, Assistant Executive Director

Tiffany Hess, Administrative Assistant

Guests:

Lt. Governor Jay Dardenne

Julie Samson, Office of the Lieutenant Governor

Scott Couvillon, Trumpet

Jordan Russo, Trumpet

Emily Sampson, Trumpet

Michael Ketchum, New Orleans Fish House

Julie Anderson Lively, Sea Grant

Julie Falgout, Sea Grant

Frank Wallace, ULL College of Business

Marisa Collins, ULL College of Business

Naim Montazeri, LSU AgCenter

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Thomas Hymel, LSU Sea Grant

Damon Morris, Louisiana Department of Wildlife and Fisheries

Bridget Cloud, Ehrhardt Group

Erin Brown, Louisiana Department of Wildlife and Fisheries

Kim Reyher, Coalition to Restore Coastal Louisiana

- I. Call to order, roll call and introduction of guests. Tiffany Hess began roll call. After confirming a quorum was present, the meeting was called to order by Chairman Alan Gibson.
- II. Adopt the agenda. A motion was made by Sal Sunseri and seconded by Larry Avery to adopt the agenda. There being no discussion or public comment, the motion carried unanimously.
- III. Approval of minutes from October 8, 2014 Meeting. The motion was made by Pete Tortorich and was seconded by Mr. Sunseri to approve and adopt the minutes from the October Board Meeting. There being no discussion or public comment, the motion carried unanimously.
- IV. Financial Report. Randy Davis gave an update on the financials, detailing total funding and expenditures as of 12/1/14. He recapped for the Board expenditures to date and the remaining BP Fund balance, which is \$9,733,667.35. Mr. Davis also reported that we are working to commit the remaining \$175,000 Deepwater Horizon grant funds, which must be committed by December 31, 2014.

The motion to adopt the financial report was made by Mr. Sunseri and seconded by Sarah Voisin. There being no discussion or public comment, the motion carried unanimously.

- V. Executive Director's Report. Karen Profita reported on the following events:
 - A. Panama Update. Mrs. Profita went to Panama in October and reported it was a great experience. They are interested in shrimp, shucked oysters and bait. Chef Aaron Burgau, the reigning King of Louisiana Seafood, attended and cooked Louisiana seafood for an event hosted by LSPMB.
 - B. Walk the Hill, Washington DC Event. Mrs. Profita, Chairman Gibson and Mr. Sunseri will attend the event in DC on January 20-23, 2015. While there, they will

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promote Louisiana Oysters and Shrimp. Ms. Voisin and Peter Sclafani commented that they plan to be in DC then as well.

- C. By-Laws Update. Mrs. Profita reported that we are continuing to work with the OLG's office and have submitted the approved bylaws to the Division of Administration. The deadline for the DOA hearing is December 19th and if there are no objections, the revised by-laws will be published at the end of January.
- D. Misc.
 - i. Mrs. Profita reported on the Letter to the Industry. After obtaining a mailing list from Louisiana Department of Wildlife and Fisheries, a letter was mailed to over 1300 companies with commercial licenses in early December. Several responses have been received in regards to e-splash sign up, truck wrap opportunities, and sponsorships at the Boston and NRA trade shows in 2015.
 - ii. Mrs. Profita handed out a PR Plan giving an overview through June 30, 2015. Ehrhardt Group will submit a proposal to assist in execution of the plan.
 - iii. Mrs. Profita met with Louisiana Public Broadcasting to discuss the video they produced following the GASCO event, which aired on LPB this month. She also mentioned work on the national release and B-Roll footage that can be used for future marketing materials.
 - iv. Discussion was held about moving the February 2015 meeting date to February 12th due to scheduling conflicts, and the board agreed. Ms. Hess will confirm and follow up via email.

A motion to adopt the Executive Director's Report was made by Mr. Sclafani and seconded by Mr. Sunseri. There being no discussion or public comment, the motion carried unanimously.

VI. Old Business

- A. Festival Grant Update. Ms. Hess gave the following update: the legal team is reviewing the grant guidelines, application and agreement and should have it back to us after Christmas. As soon as the documents have been approved, all materials will be posted on the website and the board will be advised of when this occurs.
- B. Regional Marketing Campaign Update

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- i. Scott Couvillon, Trumpet, gave an update on the new site and presented a dashboard of performance to date. To date, the site has had over 58,000 visitors and most views were on recipes.
- ii. Trumpet is also working to roll out holiday digital banners and they shared a draft of a video they produced highlighting Louisiana Seafood.

VII. New Business

- A. Lieutenant Governor, Jay Dardenne, thanked all board members for their years of service, and noted the five members whose terms are expiring at the end of this year. Lieutenant Governor Dardenne also announced the resignation of board member Chef John Folse due to time obligations to his business. He reported that 2015 is the “Year of Food” for the Department Tourism, and LSPMB will be working closely with Tourism on events, cross promotion and advertising.
- B. Scott Couvillon with Trumpet gave a presentation on the B2B Campaign and discussed new images being used for retailers. Several board members expressed concerns about the negative look and quality of the oyster picture presented, and after lengthy discussion, it was decided that Trumpet will schedule a photo shoot for new pictures of all 6 species. Trumpet will work directly with the industry to get fresh Louisiana seafood for the shoot. Mr. Davis commented that he understood the concerns of the board, and values feedback. Mr. Couvillon also discussed the launch of the new buy.louisianaseafood.com site in mid-January. This site will also have a performance dashboard to monitor site visits and will be shared with the board. Trumpet is working with LSPMB to update the pos.louisianaseafood.com site as well. The new sell.louisianaseafood.com site will be launched sometime in the 1st Quarter of 2015.
- C. Misc.
 - i. LSPMB social media presence was also discussed. The board raised questions about the services Miles Media provides, including monitoring comments, and Mr. Avery asked to have them present at the next board meeting. Ms. Hess will schedule and confirm with the board.
 - ii. Mrs. Profita discussed having the Louisiana Seafood wrapped truck drive around during the Sugar Bowl in New Orleans, at no fee, per the truck company. The board unanimously agreed that this would be a good way to use the truck.

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The motion was made by Mr. Sunseri and seconded by Sherbin Collette to accept and adopt the B2B plan as presented, noting the change in the oyster picture. There being no discussion or public comment, the motion carried unanimously.

The motion was made by Mr. Sunseri and Ms. Voisin to accept and adopt the B2B plan as presented, provided the oyster picture be changed. There being no discussion or public comment, the motion carried unanimously.

VIII. Public Comment.

- A. Guests Frank Wallace and Marisa Collins from ULL, College of Business, gave a presentation on the ULL Louisiana Business Challenge, and discussed opportunities for individuals and companies to get involved with the Challenge. They are also accepting donations of promo items (shirts, gifts, decorations) for 30 students and teachers combined. Mrs. Profita asked the board to consider donating items from their respective industries and noted that we will collect items at the February 2015 board meeting.
- B. Thomas Hymel with LSU Sea Grant announced the Fisheries Forward Summit held March 11, 2015 in Houma, LA and invited everyone to attend.

A motion was made by Mr. Sunseri and seconded by Mr. Collette to add ULL Presentation to the Agenda, and there being no public discussion or comment, the motion carried unanimously.

- IX. Adjourn. Mr. Sunseri made a motion to adjourn the meeting and was seconded by Ms. Voisin. There being no public discussion or comment, the motion carried unanimously.