

LOUISIANA DAIRY INDUSTRY PROMOTION BOARD

TUESDAY, MARCH 19, 2024
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
MANAGEMENT AND FINANCE CONFERENCE ROOM
5825 FLORIDA BOULEVARD, SUITE 1000
BATON ROUGE, LA 70806

CALL TO ORDER

Chairman Susie Sharkey called the meeting to order at 10:12 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Chairman Sharkey.

MEMBERS PRESENT

MICHAEL SHAUN HOUEYE
TRACY SHARKEY
SUSIE SHARKEY
DONNIE SCHILLING
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM
HENRY CAPDEBOSCQ
TAYLOR TED MILLER
KRISTY SALLEY

MEMBERS ABSENT

ELECTION OF LDIPB OFFICERS

A motion was made by Susie Sharkey to open nominations for Chairman; Henry Capdeboscq nominated Susie Sharkey, Michael Shaun Houeye seconded the nomination. A motion was made by Michael Shaun Houeye to close the nominations. Taylor Ted Miller seconded the motion; the motion carried. Susie Sharkey was elected as Chairman unanimously.

A motion was made by Susie Sharkey to open the nominations for Vice-Chairman. Taylor Ted Miller nominated Michael Shaun Houeye. Donnie Schilling seconded the motion and made a motion to close the nominations. The motion carried. Michael Shaun Houeye was elected as Vice-Chairman unanimously.

PUBLIC COMMENT

Chairman Sharkey asked that everyone introduce themselves as new board members were present. Introductions were made and no further public comment was made.

APPROVAL OF MINUTES

A motion made by Taylor Ted Miller and second by Tracy Sharkey to approve the minutes of the December 14, 2023, meeting. The motion carried.

FINANCIAL REPORTS

Mrs. Estay presented the November and December 2023 financial reports as well as the January and February 2024 financial reports. Copies of which were distributed to each member. She discussed the November 2023 checking balance of \$136,253.13 as well as the December 2023 checking balance \$128,503.72. She discussed the January 2024 checking balance of 132,829.00 as well as the February 2024 checking balance of 133,893.54. She additionally discussed in detail the budgeted expenditures and assessment collections for all referenced months' financials. Mrs. Estay also informed the members that if at any time the Board would like to make changes to any line item in the budget, they could do so by making a motion and voting on the line item.

Mrs. Estay showed the Board pictures of Lucy Anna and told the Board about the different visits that can be made as an educational tool for dairy promotion. Discussion was then had about possibly purchasing a soft-serve machine to bring to events. Mrs. Estay advised she would price the machine for the next meeting. There was also mention that liability would need to be checked as well.

A motion was made by Donnie Schilling and seconded by Tracy Sharkey to approve the November 2023 through February 2024 financial reports. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising and Brad Bongiovanni presented the advertising report. Mr. Garrison discussed the 2023-2024 LAFA Certified grant budget that includes Digital Display Ads (\$8,000.00); Agency and Creative Services (\$2,000.00); for a total of 10,000.00. Mr. Garrison reviewed reach, impressions, and digital campaign delivery. He stated that all advertising done with the grant funds must have the Certified Farm to Table logo on it and showed the Board the images.

Mr. Garrison and Mr. Bongiovanni reviewed the budget breakdown and deliverables for the 2023-2024 Board Budget that included Social Media Management and Development (budget - \$17,200.00); Expanded Social, Farmer Series (budget - \$7,725.00); New Micro Campaign Expansion, and Digital Ads (budget - \$4,075.00); Chef Promotion + Recipe Videos (budget - \$1,500.00); La Cooking Magazine Ad (budget - \$1,000.00 YTD spent - \$1,000.00); Promotional

Materials (budget - \$10,500.00 YTD spent - \$10,595.70); Agency Services (budget - \$8,000.00 YTD spent -\$945.00) for a total of \$50,000.00 budgeted and \$12,540.70 spent.

A motion was made by Taylor Ted Miller to approve the budget as presented by Mr. Garrison. Michael Shaun Houeye seconded. The motion carried.

Additionally, Mr. Garrison asked the board to approve an additional budget amount of \$6,500.00- \$9,500.00 for Social medial Boosting & Promotion (\$5,000-\$8,000.00) These additional funds would be used for social media boosting to increase awareness across the state, measurement and analytics, paid media across Facebook and Instagram. Advertising & promotion partnership (\$1,500.00). These additional funds would be used for “Partnership” with local influencers such as pageant/fair queens, kids/individuals within the Dairy industry ,4H, LSU vet school, or similar. (3) individuals, \$500.00 each to produce and user generated video of what Louisiana dairy means to them. Posting and tagging on their own social media accounts.

After discussion, the consensus was reached to only add \$3000.00 in additional funding for boosting and for Mr. Garrison to present data at the June meeting to show how the investing of boosting dollars resulted in measurable results in comparison to those without.

A motion was made by Henry Capdeboscq and seconded by Donnie Schilling, to allocate an additional \$3,000 for social media Boosting & Promotion. The motion carried.

DAIRY MAX REPORT

Marty Mckinzie with Dairy Max presented an overview of annual activities along with Todd Green. He reported on their involvement in sports marketing and the NIL work that was added. He also discussed that through the Saints, Rouses Market partnered with Dairy Max to place coolers for milk in various colleges including Nichols. Mr. Mckinzie also discussed their work with nutritionists and programs such as grab and go initiatives in Louisiana schools.

A motion was made by Micheal Shaun Houeye to accept the Dairy Max report and seconded by Henry Capdeboscq. The motion carried.

PUBLIC COMMENT

No public comment was made.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

No further comments were made. A motion made by Taylor Ted Miller and seconded by Tracy Sharkey to adjourn. The motion carried and the meeting adjourned.