IN-PERSON MEETING OF THE

LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, JANUARY 14, 2025
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
HAMMOND CONFERENCE ROOM
47076 NORTH MORRISON BOULEVARD
HAMMOND, LA 70401

CALL TO ORDER

Chairman Eric Morrow called the meeting to order at 5:34 p.m.

ROLL CALL

Strawberry Marketing Board Director Rebecca Riecke called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Ms. Riecke.

MEMBERS PRESENT	MEMBERS ABSENT
DR. GLEN GENTRY	NATALIE FAUST JONES
TREY HARRIS	KEVIN LIUZZA
MARK LIUZZA	TRISTEN MILLER
BRIDGET ARCENEAUX LOGAN (JOINED AFTER ROLL CALL)	RHONDA POCHE
ERIC MORROW	
HEATHER ROBERTSON	
MIKE STRAIN, DVM (REBECCA RIECKE SERVED AS DESIGNEE UNTIL HE JOINED THE MEETING)	

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

A motion was made by Heather Robertson and seconded by Mark Liuzza to approve the minutes of the September 24, 2024, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the September through December 2024 financial reports, copies of which were distributed to each member.

A motion was made by Heather Robertson and seconded by Mark Liuzza to approve the September through December 2024 financial reports. The motion carried.

GARRISON ADVERTISING REPORT AND 2025 PROMOTIONAL STRATEGY

Gerald Garrison of Garrison Advertising presented the advertising report, copies of which were distributed to each member. Mr. Garrison explained the budget breakdown for the 2025 campaign including radio (budget - $4,500.00); billboards (budget - $21,300.00); and agency account support services (budget - $3,100.00) for a total of $28,900.00 budgeted. He reviewed the 2025 statewide radio campaign proposal including bonus spots and bonus outdoor digital billboards.

Mr. Garrison discussed the 2025 LAFA Certified Grant budget that includes social and web video (budget - $7,000.00); promotional items (budget - $2,000.00); and a magazine ad (budget - $1,000.00) for a total of $10,000.00 budgeted. He informed the Board of the need to order coloring books out of the promotional items budget that are low in stock. Mr. Garrison played the current video spot that will run online and showed the billboard creative. He explained that there are two billboard vinyls with the old creative design and recommended ordering two new vinyls with the current billboard creative design containing the "Ask For" message to replace those. Mr. Garrison presented the ad that will run in the Louisiana Cookin' Magazine. He discussed a proposed video approach that may be used for future ads and played stock videos containing strawberries which would be more cost efficient than filming on site.

Ms. Riecke asked for feedback from the Board regarding when advertising should begin. Mr. Garrison explained that the advertising campaign typically starts around mid-February each year. Trey Harris suggested that the advertising campaign begin at the beginning of February to build excitement about Louisiana strawberries, and the other board members concurred.

A motion was made by Heather Robertson and seconded by Trey Harris to approve Garrison Advertising's 2025 marketing proposal and budget. The motion carried.

2025 SPECIALTY CROP BLOCK GRANT SUBMISSION-BOARD RESOLUTION

Ms. Riecke informed the Board that it can apply to receive funding from the Specialty Crop Block Grant as it has in previous years, and the application is usually due in March. She explained that the project may be promotional or educational. Ms. Riecke informed board members that a resolution is needed for the board director to apply for Specialty Crop Block Grant funding and once the resolution is adopted, it will be submitted with the grant proposal. She read a copy of the resolution to the Board.

A motion was made by Heather Robertson and seconded by Mark Liuzza to approve the director to apply for 2025 Specialty Crop Block Grant funding and submit a proposal that would enhance the Louisiana strawberry industry. The motion carried.

A motion was made by Heather Robertson and seconded by Trey Harris to adopt a resolution authorizing Director Rebecca Riecke to prepare and execute any proposals and contracts necessary to seek funding from LDAF through the 2025 Specialty Crop Block Grant for Louisiana strawberries and for that authority to continue until revocation from the Board. The motion carried.

PUBLIC COMMENT

There was no public comment.

ANNOUNCEMENTS

Ms. Riecke informed board members that she set up a booth at the Farm to School Conference in October last year, handing out Jazzy coloring and activity books and playing Jazzy videos to make participants aware of the strawberry educational items available for children.

Ms. Riecke informed board members that the Strawberry Jam event at the Red Stick Farmers Market in Baton Rouge has been scheduled for April 5, and the Board's mascot Jazzy will attend. She stated that Jazzy coloring and activity books and Jazzy stickers will be distributed at the event.

Ms. Riecke reminded board members to complete the Tier 2.1 Personal Financial Disclosure by May 15 and the ethics training online by December 31.

Ms. Riecke informed board members that the next board meeting is scheduled for September 16, 2025.

Commissioner Strain asked board members how the strawberry crops are doing this year and what kind of yield they are anticipating, and they expressed that a good crop is expected. He discussed the promotion of Certified Louisiana products.

Trey Harris advised Commissioner Strain of the continued impacts of Neopestalotiopsis, a fungal disease affecting strawberry growers. He discussed the incurred costs of this disease and the changes to processes that have had to be implemented to prevent the spread of the disease.

ADJOURNMENT

No further comments were made.

A motion was made by Mark Liuzza and seconded by Trey Harris to adjourn. The motion carried.