MINUTES
IN-PERSON MEETING OF THE

LOUISIANA STRAWBERRY MARKETING BOARD

TUESDAY, SEPTEMBER 16, 2025, 5:30 P.M.
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 5:36 p.m.

ROLL CALL AND DECLARATION OF QUORUM

Strawberry Marketing Board Director Rebecca Riecke called the roll.

MEMBERS PRESENT	MEMBERS ABSENT
RUEBEN AUTER	NATALIE FAUST JONES
MATTHEW CARONA	KEVIN LIUZZA
DR. CHRISTINE COKER	MARK LIUZZA
TREY HARRIS	
BRIDGET ARCENEAUX LOGAN	
ERIC MORROW	
HEATHER ROBERTSON	
REBECCA RIECKE (DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM)	

With eight members present, a quorum was declared by Ms. Riecke.

PUBLIC COMMENT

There was no public comment.

ELECTION OF CHAIRMAN & VICE-CHAIRMAN

Eric Morrow opened the floor for nominations for chairman.

Trey Harris nominated, and Heather Robertson seconded Eric Morrow for chairman.

A motion was made by Heather Robertson to close the nominations for chairman. With no further nominations coming forward, the nominations were closed, and Eric Morrow was elected chairman with a unanimous vote.

Eric Morrow opened the floor for nominations for vice-chairman.

Trey Harris nominated Natalie Faust Jones for vice-chairman.

A motion was made by Dr. Christine Coker and seconded by Heather Robertson to close the nominations for vice-chairman. With no further nominations coming forward, the motion carried, and Natalie Faust Jones was elected vice-chairman with a unanimous vote.

APPROVAL OF JANUARY 14, 2025, MINUTES

A motion was made by Rueben Auter and seconded by Heather Robertson to approve the minutes of the January 14, 2025, meeting. The motion carried.

FINANCIAL REPORTS

Ms. Riecke read the fiscal year 2025 and July through August 2025 financial reports, copies of which were distributed to each member.

A motion was made by Heather Robertson and seconded by Rueben Auter to approve the fiscal year 2025 and July through August 2025 financial reports. The motion carried.

FY 2026 PROPOSED BUDGET

Ms. Riecke presented the fiscal year 2026 proposed budget to the Board, copies of which were provided to each member.

A motion was made by Heather Robertson and seconded by Bridget Arceneaux Logan to approve the fiscal year 2026 proposed budget. The motion carried.

GARRISON ADVERTISING REPORT

Gerald Garrison of Garrison Advertising presented the advertising report, copies of which were distributed to each member.

FY 2025-2026 CERTIFIED LOUISIANA PROGRAM PROMOTIONAL GRANT

Ms. Riecke informed board members that the Board can apply to receive funding from the Certified Louisiana Program Promotional Grant again this year and presented the proposed budget.

A motion was made by Heather Robertson and seconded by Matthew Carona to approve the director to apply for FY 2025-2026 Certified Louisiana Program Promotional Grant funding for the following: Web Expenses - $4,250.00 and Other (video production) - $3,750.00 for a total of $8,000.00. The motion carried.

PUBLIC COMMENT

There was no public comment.

ANNOUNCEMENTS

Ms. Riecke informed board members that the Strawberry Marketing Board will be an exhibitor at the Farm to School Conference on October 8, 2025, at the Pennington Biomedical Research Center Conference Center in Baton Rouge and provide samples of the Jazzy coloring and activity books to make participants aware of the strawberry educational items available.

She reminded board members to complete the prevention of sexual harassment training by October 31 and ethics training by December 31 this year.

Ms. Riecke informed the Board that the tentative meeting dates for 2026 are January 13 and September 15. She advised board members that she would contact them prior to the meetings to confirm their availability.

Dr. Christine Coker stated that Mary Helen Ferguson of the LSU Ag Center requested that she inform board members to contact her if they would like to have their strawberry plants inspected when they arrive.

ADJOURNMENT

No further comments were made.

A motion was made by Heather Robertson and seconded by Trey Harris to adjourn. The motion carried, and the meeting adjourned at 6:37 p.m.