

TENTATIVE MINUTES (PENDING BOARD APPROVAL) IN-PERSON MEETING OF THE

LOUISIANA DAIRY INDUSTRY PROMOTION BOARD

FRIDAY, SEPTEMBER 12, 2025
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
VETERANS MEMORIAL AUDITORIUM
5825 FLORIDA BOULEVARD, FIRST FLOOR
BATON ROUGE, LA 70806

NOTE: THIS IS TENTATIVE MINUTES FROM THE SEPTMEBER 12, 2025, MEETING OF THE LOUISIANA DAIRY INDUSTRY PROMOTION BOARD. A FINAL VERSION OF THESE MINUTES WILL BE MADE AVAILABLE AFTER APPROVAL OF THE BOARD AT ITS NEXT, REGULARLY SCHEDULED MEETING.

CALL TO ORDER

Vice-Chairman Michael Shaun Houeye called the meeting to order at 10:08 a.m.

ROLL CALL

LDIPB Director Michelle Estay called the roll.

DECLARATION OF A QUORUM

The presence of a quorum was declared by Vice-Chairman Houeye.

MEMBERS PRESENT

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

MEMBERS ABSENT

PUBLIC COMMENT

No public comment was made.

ELECTION OF LDIPB OFFICERS

Michael Shaun Houeye opened the floor for nominations for Chairman; Henry Capdeboscq nominated Michael Shaun Houeye, Taylor “Ted” Miller seconded the nomination. No further nominations were made, Michael Shaun Houeye closed the nominations. The motion carried. Michael Shaun Houeye was elected as Chairman unanimously.

Michael Shaun Houeye opened the floor for nominations for Vice-Chairman. Henry Capdeboscq nominated Donnie Schilling. Taylor “Ted” Miller seconded the motion. No further nominations were made, Michael Shaun Houeye closed the nominations. The motion carried. Donnie Schilling was elected as Vice-Chairman unanimously.

APPROVAL OF MINUTES

A motion made by Henry Capdeboscq and seconded by Tracy Sharkey to approve the minutes of the June 17, 2025, meeting. No public comment was made on the motion. The motion carried.

FINANCIAL REPORTS

Mrs. Estay read the June, July, and August financial reports. Copies of which were distributed to each member.

A motion was made by Henry Capdeboscq and seconded by Donnie Schilling to approve the June, July, and August 2025 financial reports. No public comment was made on the motion. The motion carried.

Mrs. Estay presented a proposed budget recommendation for the year 2025- 2026. She recommended reducing the revenue budget from \$142,000.00 to \$118,000.00. Due to a decrease in assessments from having less farmers, she recommended changing the individual categories to the following: Assessments (\$96,000.00); Grants (\$8,000.00); Interest Income (\$6,000.00); Miscellaneous Income (\$8,000.00). She also recommended updating the Expenses category to reflect the following: Advertising (\$40,000.00); Dairy Max (\$48,000.00); North Agri-business Council (\$425.00); Promotional Supplies (\$8,500.00).

During the proposed budget discussion Taylor “Ted” Miller asked about Dairy Max payments and contracting. Michael Shaun Houeye also asked how long we were contracted with Dairy Max. In the discussion, recent ADA compliance requirements were discussed prompting the potential for possible expenses in the future. LDAF attorney Bethany Gonzales advised the Board that the information regarding expenses in relation to ADA compliance is not yet clear.

A motion was made by Taylor “Ted” Miller to approve the budget recommendations and was seconded by Henry Capdeboscq. No public comment was made on the motion. The motion carried.

GARRISON ADVERTISING PROMOTION REPORT AND RECOMENDATIONS

Gerald Garrison of Garrison Advertising and Brad Bongiovanni presented the advertising report; he discussed the 2025-2026 LAFA Certified Grant budget (available- \$8,000.00). Booklet Promotional Materials Printing (\$2,000.00) GIPHY sticker sheets (\$2,2500.00) Pens Promotional Materials Printing (\$2,000) Agency and Creative Service (\$500.00). After discussion of a proposed Louisiana Cooking Magazine Ad, it was decided to instead create 5 additional GIPHY stickers and 2 posts to promote them (\$1,250.00). He reviewed previous year’s reach, impressions, and digital

campaign delivery to present successes. Mr. Garrison stated that all advertising conducted with the grant funds must have the Certified Farm to Table logo on it and showed the Board last year's images. Mrs. Estay stated that the application for LAFA Certified Grant funding had to be submitted before September 19, 2025.

A motion was made by Taylor "Ted" Miller and seconded by Tracy Sharkey to approve the LAFA Certified Grant budget. No public comment was made on the motion. The motion carried.

Mr. Garrison reviewed the proposed 2025-2026 budget line-item breakdown, Promotional campaign (\$21,000.00) Promotional Materials/T-shirts (\$11,250.00) Agency Services (\$7,750.00) He also reviewed the t-shirt designs for the upcoming Washington Parish Fair and asked for input on the design. After discussion the Board agreed to approve the Promotional Materials/T-shirts (\$11,250.00) line-item and discussed the remaining budget recommendations at the next meeting.

A motion was made by Donnie Schilling to approve the budget for Promotional Materials/T-shirt at (\$11,250.00) to place the T-shirt order and give Michelle Estay authority to approve the final T-Shirt design. The motion was seconded by Henry Capdeboscq. No public comment was made on the motion. The motion carried.

DAIRY MAX REPORT- MICHELLE ESTAY

Michelle Estay presented the Dairy Max report to the Board.

OTHER BUSINESS

Michelle Estay reminded the Board that because it is a new year they will need to make sure to complete the Ethics and Sexual Harassment training before the end of the year. She advised the Board that she would send them a reminder email as well.

PUBLIC COMMENT

Mr. Charlie Hutchinson with the LSU Ag Center Southeast Research Station informed the Board of the annual field day that will take place on October 1, 2025. No other public comment was made.

ADJOURNMENT

No further comments were made. A motion made by Henry Capdeboscq and second by Tracy Sharkey to adjourn. The motion carried and the meeting adjourned at 12:22 p.m.