

MINUTES

LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD

January 29, 2025

Alumni Center

University of Louisiana at Lafayette

Call to Order:

David Savoy called the meeting to order at 1:00 P.M.

Roll Call:

MEMBERS PRESENT

David Savoy
Greg Faulk
Kip Lastrapes
Robert Buller
Bill Pizzolato
Ralph Babin

MEMBERS ABSENT

Chandra Scarber

Declaration of a Quorum:

A quorum was declared with 7 members present.

Approval of Minutes:

The minutes from the last meeting were read.

MOTION BY: Ralph Babin seconded by Kip Lastrapes to approve the minutes from the last Board meeting. Motion Carried.

Collections & Financial Report:

David Savoy called on Jessica Lange to present the collections and financial reports. She reported to the Board the current condition of accounts.

MOTION BY: Ralph Babin seconded by Greg Faulk to approve the financials. Motion Carried.

Robert Buller made a motion seconded by Kip Lastrapes to go into executive session. Motion Carried.

Promotion & Research:

Laney King, Crawfish App, presented the Board with a sponsorship proposal that will include 3 advertising messages running all season, large square ad: 300,000 impressions 1x feature in email newsletter, co-sponsor of Crawfish App-etite Series and sponsor of the crawfish education series.

MOTION BY: Greg Faulk seconded by Robert Buller to approve this sponsorship request for the amount of \$12,000.00. Motion Carried.

Jennifer Marsh, Louisiana Radio Network, presented a funding request for the Louisiana crawfish report is a specially prepared report by Don Molino, TVOLA's Farm Director for over 40 years. This weekly report will have the latest Louisiana crawfish information on everything from research to nutrition impacting the crawfish industry. The crawfish report is information specifically prepared for Louisiana farmers and Louisiana consumers.

MOTION BY: Ralph Babin seconded by Greg Faulk to approve this sponsorship request for the amount of \$6,175.00. Motion Carried.

Next, she presented a funding request for the Louisiana Crawfish Promotion and Research Board and Louisiana Rice Promotion Board partnership ads. This includes thirty (30) :60-sec commercials. This comes to a total of 1,500 individual commercials airing on LA Radio Network (30 spots x 50 radio stations). Commercials will air Monday through Friday for three weeks during the month of September (Sept. 8-Sept. 26, 2025). Markets covered: Houma, Thibodaux, Lafayette, Lake Charles, Baton Rouge, New Orleans, Shreveport, Monroe, Alexandria and many rural markets in-between.

MOTION BY: Robert Buller seconded by Ralph Babin to approve this sponsorship request for the amount of \$7,500.00 contingent upon acceptance of partnership with the Louisiana Rice Promotion Board. Motion Carried.

Chris Pope, Louisiana Radio Network, presented a digital media campaign to the Board. The Board discussed the streaming video (OTT) option. The streaming video ads delivered last year were in 3948 different placements. Targeting seafood lover/foodie across their viewing habits. Mix of delivery among news, entertainment, food, travel, sports, and free to consumer content. Can reach audience through connected T.V., PC, Mobile, Tablet and other.

MOTION BY: Robert Buller seconded by Ralph Babin to approve the streaming video (OTT) option of the digital media campaign in March 2025 for the amount of \$15,000.00. Motion Carried.

Amy Robertson, Hoffman Media, presented a funding request for Louisiana Cookin' magazine. This will include 6 full page custom ads beginning with the May/June 2025 issue and ending with the March/April 2026 issue, blog post crafted by Hoffman Media during crawfish season, sponsored e-newsletter to 31K engaged email subscribers of Louisiana Cookin'. The blog will also be shared to Instagram and Facebook as an added value.

MOTION BY: Ralph Babin seconded by Kip Lastrapes to approve the Louisiana Cookin' magazine advertisements for the amount of \$12,000.00. Motion Carried.

Yvette Bonanno, Louisiana Crawfish Promotion and Research Board Spokesperson, gave a promotional update to the Board.

The Board reviewed the final design of the logo created by STUN Design. The Board chose and approved the final design.

MOTION BY: Ralph Babin seconded by Greg Faulk to renew the administrative officer's contract for the amount of \$12,500.00. Motion Carried.

Mark Shirley and Todd Fontenot, LSU AgCenter, gave the Board an update on LSU AgCenter activities.

Billboards Lamar up to \$60,000.00

Board Business:

The Board next discussed the crawfish season.

No public comment

The date for the next Board meeting will be Wednesday, March 12th, 2025 at 1:00 p.m. at the Alumni Center on the University of Lafayette campus.

MOTION BY: A motion was made by Ralph Babin and seconded by Greg Faulk to adjourn the meeting. Motion Carried.