

**LOUISIANA DAIRY INDUSTRY PROMOTION BOARD**

THURSDAY, SEPTEMBER 19, 2024  
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY  
HAMMOND CONFERENCE ROOM  
47076 NORTH MORRISON BOULEVARD  
HAMMOND, LA 70401

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:32 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**MEMBERS PRESENT**

HENRY CAPDEBOSCQ  
TRACY SHARKEY  
SUSIE SHARKEY  
DONNIE SCHILLING  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

**MEMBERS ABSENT**

TAYLOR TED MILLER  
MICHAEL SHAUN HOUEYE  
KRISTY SALLEY

**DECLARATION OF A QUORUM**

At the start of meeting a quorum was not declared but after the arrival of Donnie Schilling, with five members present, the presence of a quorum was declared by Chairman Sharkey at 11:22 a.m.

**PUBLIC COMMENT**

There was no public comment.

**PROPOSED RULE CHANGE – ADA OPEN MEETINGS**

LDIPB Director Michelle Estay reviewed the handout regarding the proposed rule change, Act 393, that would allow persons with ADA recognized disabilities to attend meetings via zoom. She advised that any questions could be directed to the attorney for clarification.

**APPROVAL OF MINUTES**

Mrs. Estay reviewed the previous meeting minutes from June 25, 2024. A copy of which was given to each board member.

A motion made by Donnie Schilling and second by Tracy Sharkey to approve the minutes of the June 25, 2024, meeting. The motion carried.

## **FINANCIAL REPORTS**

Mrs. Estay presented the June-August 2024 financial reports. Copies of which were distributed to each member. She discussed the checking balance for each month. Mrs. Estay additionally discussed in detail the budgeted expenditures and assessment collections for all referenced months' financials. Tracy Sharkey asked the question if the assessments were vastly different from last year to this year. Mrs. Estay reviewed the financial reports from June 2023 with an assessment value of \$103,467.00 and an assessment value of \$93,736.00 for June 2024. It was determined that there was a difference of almost \$10,000. This difference being caused by the loss of 7 dairy farms. Mrs. Estay advised that the budget was streamlined last year to make up for bringing in less in assessments.

A motion was made by Henry Capdeboscq and second by Tracy Sharkey to approve the June- August 2024 financial reports. The motion carried.

## **GARRISON REPORT & BUDGET DISCUSSION**

Gerald Garrison of Garrison Advertising and Brad Bongiovanni presented the advertising report. Mr. Garrison reviewed the 2023-2024 LAFA budget (budgeted-\$10,000.00 YTD spent-\$9,960.00) as well as the 2023-2024 Board Budget (budgeted-\$50,000.00 YTD spent-\$49,880.70). He also reviewed the additional budgeted marketing efforts in the amount of (budgeted - \$3,000.00 YTD spent - \$1,960.69) Mr. Garrison reviewed reach, impressions, and digital campaign delivery. He stated that all advertising done with the LAFA grant funds had to have the Certified Farm to Table logo on it and showed the board the images.

Mrs. Estay advised the board that the LAFA grant for the 2024-2025 year could be applied for if the board wishes.

A motion was made by Donnie Schilling to approve the completion of the application for LAFA grant funding for the 2024-2025 year. Tracy Sharkey seconded the motion. The motion carried.

Mr. Bongiovanni provided the board with examples of potential shirt designs for the Washington Parish Fair. He reviewed ideas with the board and provided images for the board. The board gave input on the shirt design and agreed that the design could be finalized at a later date by Mrs. Estay. Mrs. Estay along with Mr. Garrison also advised the board that because of the increase in cost of supplies, it would be a good idea to increase the proposed t-shirt budget from \$10,500 to \$13,500.

A motion was made by Henry Capdebocq to increase the proposed budget for t-shirts from \$10,500 to \$13,500. Tracy Sharkey seconded the motion. The motion carried.

## **DAIRY MAX REPORT**

Marty Mckinzie with Dairy Max presented an overview of annual activities. He reported on their new partnership with Smoothie King. He stated they are very excited about the increase in reach and opportunity. He also discussed that through the Saints, Rouses Market partnered with Dairy Max to place milk coolers in various colleges, including Nichols. Mr. Mckinzie also

discussed their work with nutritionists and programs such as Grab and Go initiatives in Louisiana schools. He advised that efforts are focused on the areas with the most impact. Mr. Mckinzie and Mrs. Estay informed the board the contract with Dairy Max would be ending in December, but an extension could be executed. Mrs. Estay stated that if the board decided to extend the contract an amendment would need to be prepared, and Dairy Max would also have to approve the extension.

A motion was made by Henry Capdeboscq to extend the contract with Dairy Max for 24 months. Donnie Schilling seconded the motion. The motion carried.

### **PUBLIC COMMENT**

There was no public comment.

### **ADJOURNMENT**

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