

# **LOUISIANA DAIRY INDUSTRY PROMOTION BOARD**

WEDNESDAY, SEPTEMBER 27, 2023  
LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY  
MANAGEMENT AND FINANCE CONFERENCE ROOM  
5825 FLORIDA BOULEVARD, SUITE 1000  
BATON ROUGE, LA 70806

## **CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:34 a.m.

## **ROLL CALL**

LDIPB Director Michelle Estay called the roll.

## **DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Sharkey.

## **MEMBERS PRESENT**

MICHAEL SHAUN HOUYE  
ROBERT SHARKEY  
SUSIE SHARKEY  
TED MILLER  
DARRELL SINAGRA  
MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

## **MEMBERS ABSENT**

RANDY MORELL

## **AMENDING OF AGENDA**

A motion to amend the agenda, to add the Dairy Max Presentation following the Garrison Advertising Report was made by Ted Miller and seconded by Robert Sharkey. The motion passed unanimously.

## **ELECTION OF LDIPB OFFICERS**

A motion was made by Susie Sharkey to open nominations for Chairman; Michael Shaun Houeye nominated Susie Sharkey, Robert Sharkey seconded the nomination. A motion was made by Robert Sharkey to close the nominations. Ted Miller seconded the motion; the motion carried. Susie Sharkey was elected as Chairman unanimously.

A motion was made by Robert Sharkey to open the nominations for Vice-Chairman. Darrel Sinagra seconded the motion. Ted Miller nominated Michael Shaun Houeye. Robert Sharkey made a motion to close the nominations and Ted Miller seconded the motion. The motion carried. Michael Shaun Houeye was elected as Vice-Chairman unanimously.

## **PUBLIC COMMENT**

Madison Plaisance with Farm Bureau introduced herself as the contact for Farm Bureau now that Mr. Ron Harold has retired.

No further public comment was made.

## **APPROVAL OF MINUTES**

A motion made by Michael Shaun Houeye and second by Ted Miller to approve the minutes of the June 26, 2023, meeting. The motion carried.

## **FINANCIAL REPORTS**

Mrs. Estay read the June 2023 financial reports. Copies of which were distributed to each member. She discussed the checking balance of \$136,663.00; income assessments \$20,827.68; Grant \$14,950.00; Interest \$707.29; expenses \$70,530.56. Mrs. Estay discussed that advertising expenses were slightly higher than anticipated due to the increased cost of t-shirts and the need to purchase minimal supplies for the video cooking demo shoot. She stated that miscellaneous interest expense that covers banking fees had also increased to \$236.88.

Additionally, Mrs. Estay explained that the Washington Parish Fair has always been \$400.00 for the commercial booth but would increase this year to \$500.00 and that would need to be addressed in the budget as well as increasing the miscellaneous interest expense line-item to \$250.00 for this year's budget.

A motion was made to increase the budget for the Washington Parish fair to \$500.00 and the miscellaneous interest expense line item to \$250.00 by Michael Shaun Houeye and seconded by Robert Sharkey.

A motion was made by Ted Miller and seconded by Robert Sharkey to approve the June 2023 financial reports. The motion carried.

Mrs. Estay continued discussing the July and August 2023 Financial reports. Copies of which were distributed to each member.

A motion was made to accept the July and August Financial reports by Darrell Sinagra and seconded by Michael Shaun Houeye.

## **GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising presented the advertising report, he discussed the 2022-2023 LAFA Certified grant spending that included Outdoor (budget - \$8,000.00, YTD spent - \$8,000.00); Agency and Creative Services (budget \$2,000.00, YTD spent - 1,950.00) digital display ads (budget - \$5,000.00, YTD spent - \$5,000.00); for a total of (\$15,000.00

budgeted and \$14,950.00 spent). He reviewed reach, impressions, and digital campaign delivery. Mr. Garrison stated that all advertising done with the grant funds must have the Certified Farm to Table logo on it and showed the Board the images.

Mr. Garrison reviewed the budget breakdown for the 2022-2023 Board Budget that included Social Media Management and Development (budget - \$17,000.00, YTD spent - \$17,000.00); Content Promotion and Targeted Messaging (budget - \$4,500.00, YTD spent - \$4,500.00); New Campaign Creative, Video and Production Support (budget - \$4,000.00, YTD spent - \$4,212.69); Streaming Video (budget - \$7,000.00, YTD spent - \$6,935.62); La Cooking Magazine Ad (budget - \$1,000.00 YTD spent - \$1,000.00); T-shirt design, Printing and related Promotional Materials (budget - \$10,500.00 YTD spent - \$10,901.50); Agency Services (budget - \$6,000.00 YTD spent - \$5,987.50) for a total of \$50,000.00 budgeted and \$50,537.31 spent. He discussed billboards, explaining that bonus time was afforded to the Board since some billboards remained up past the purchased date. He reviewed reach, impressions, and digital campaign delivery. He also discussed the design for the new promotional shirts.

Mr. Garrison discussed changes to the Certified Louisiana Promotional Grant this year as opposed to previous years.

Mrs. Estay informed the Board, as previously discussed, that the grants had been reduced and that they could apply to receive \$10,000.00 in grant funding from a Certified Louisiana Promotional Grant this year as opposed to \$15,000.00 that had been available in previous years.

A motion was made to allocate any awarded funding from the Certified Louisiana Promotional Grant budget expenditures toward (\$8,000.00 Digital Display Ads) and (\$2,000.00 Agency and Creative Services) by Ted Miller and seconded by Darrell Sinagra. The motion carried.

Mrs. Estay asked for feedback on the previous presentation regarding how the budget was used. The board discussed that they liked the video and social media aspect and would like to continue in that direction for 2023-2024. She discussed that videos could be shot by them and other farmers using their own phones and submitted to Mr. Garrison for use. The Board discussed that they liked the amount of the FY 2022-2023 budget and if more money needed to be added they would revisit budget details and expenditure idea options in future meetings.

A motion was made by Ted Miller to accept the \$50,000 FY 2023-2024 Budget and seconded by Robert Sharkey.

## **DAIRY MAX REPORT**

Marty Mckinzie with Dairy Max presented an overview of annual activities along with Essence Riley. Essence Riley shared a PowerPoint presentation of Dairy Max activities. She reported on their involvement in sports marketing and the NIL work that was added. She discussed that through the Saints, Rouses Market partnered with Dairy Max to place coolers for milk in various colleges including Nichols. With the help of Raising Canes and the Saints, Dairy Max was able to host a gaming contest where a local teen was partnered with a Saints player and

the game was live streamed on Twitch. Mrs. Riley discussed the live stream was part of a watch party hosted at the Saints Training facility to further get children involved. She reviewed reach and impressions. NFL player Cam Jordan renewed his involvement with Dairy Max and has been making appearances at schools and in person events.

A motion was made by Darrell Sinagra to accept the Dairy Max report and seconded by Robert Sharkey. The motion carried.

### **PUBLIC COMMENT**

There was no public comment.

### **OTHER BUSINESS**

There was no other business.

### **ADJOURNMENT**

No further comments were made. A motion made by Robert Sharkey and second by Michael Shaun Houeye to adjourn. The motion carried and the meeting adjourned.