

## MINUTES

LA SWEET POTATO COMMISSION MEETING  
THURSDAY, JUNE 19, 2008  
LA DEPT. OF AGRICULTURE & FORESTRY  
VETERANS' MEMORIAL AUDITORIUM  
5825 FLORIDA BOULEVARD  
BATON ROUGE, LA 70806

### CALL TO ORDER

Chairman Mark Fields called the meeting to order at 10:00 a.m.

### ROLL CALL

Mr. René P. Simon called the roll. A quorum was declared.

### MEMBERS PRESENT

Mark Fields  
Nelson Bordelon  
Lee Jones  
Kenneth Thornhill  
James Deshotel  
Larry Fontenot  
Venoy Kinnaird  
Ryan Quebedeaux

### MEMBERS ABSENT

Kelsey McKoin  
Larry Thibodaux  
Randy Deshotel  
Commissioner Mike Strain  
Dr. Don LaBonte  
Dr. David Himelrick

### APPROVAL OF MINUTES

A motion was made by Venoy Kinnaird to approve the proceedings from the April 22, 2008 meeting and second by James Deshotel. The motion was carried and passed unanimously.

### FINANCIAL REPORTS

The financial reports from May, 2008 were read by Executive Director René P. Simon. Ken Thornhill made the motion and second by Ryan Quebedeaux to accept the reports and the motion was passed.

## **REPORT BY DIANE ALLEN & ASSOCIATES**

Al McDuff shared the proposed newsletter with the board members and asked for comments or changes. Nancy Steiner discussed the 2007-08 Marketing, Publicity and Promotions Update and Proposed Marketing Plan. Natalie Reed detailed Holly Clegg's activities as spokesperson for the LA Sweet Potato Commission. A copy of the report was given to each board member.

A discussion was made to increase the new brochure budget from \$10,000 to \$20,000.

Adjust the proposed budget to reflect \$7000 remaining in the Diane Allen & Associates contract should roll-over into next year's budget.

The board discussed reprinting three brochures and producing a new one.

A motion was made by Ryan Quebedeaux and second by Ken Thornhill to move into next year's budget a total of \$20,000.00 for printed material.

PMA Exhibit will be held in Orlando, FL. Mark Fields appointed a committee including Ryan Quebedeaux, James Deshotel, Ken Thornhill and René Simon to discuss the cost of the event and the worthiness to the department.

Budget discussion – Ken Thornhill accepted budget and second by Larry Fontenot. The board was in favor and was passed unanimously.

## **2009 PROPOSED BUDGET**

The proposed budget as presented by René Simon was approved. A motion was made by Venoy Kinnaird and second by Ken Thornhill. The motion was carried.

Due to the increase in the Post Office box rental from \$120.00 to \$180.00 it was discussed by the board members to discontinue using Sweet Potato Commission, P. O. Box 2550, Baton Rouge, LA 70821 and begin using the LDAF, Office of Marketing, P. O. Box 3334, Baton Rouge, LA for all further correspondence, brochures, written brochures etc. A motion was made by Larry Fontenot to eliminate P. O. Box 2550 for the upcoming year and will discontinue from year to date. The motion was second by Venoy Kinnaird and all were in favor.

Diane Allen and Associates budget was approved. It was increased from \$135,000.00 to \$145,000.00 by the board with Larry Fontenot making the motion and was second by Nelson Bordelon. All were in favor.

The overall proposed budget was approved. The motion was made by Nelson Bordelon and second by Lee Jones. All were in favor.

## **PUBLIC COMMENTS**

Al McDuff from Diane Allen and Associates discussed the upcoming National Convention and showed three possible graphics to the board. Much discussion was made by the board and a combination of two designs will be incorporated.

Mark Fields had requested an updated delinquent fee by growers report during the January meeting. René Simon discussed with the report with the board.

Ryan Quebedeaux made a motion to include \$2100 in the budget for attendance at the PMA Meeting. Nelson Bordelon second and the board was all in favor.

Venoy Kinnaird made a motion to amend the whole budget and second by Ken Thornhill and the budget was accepted.

## **ADJOURNMENT**

Ryan Quebedeaux made the motion to adjourn and second by Lee Jones. All were in favor.