



JEDCO Executive Committee
March 30, 2023 @ 8:30 A.M.
JEDCO Administration Building - Boardroom
700 Churchill Parkway, Avondale, LA 70094

MINUTES

Call to Order: 8:30 a.m.

Attendance: Chairman Larry Katz, Mickal Adler, Mike Fahrenholt, Tom Gennaro, Jim Martin, Mayra Pineda, Stephen Robinson, Gene Sausse, Teri Tucker

Staff: Jerry Bologna, Lacey Bordelon, Cynthia Grows, Annalisa Kelly, Scott Rojas, Kelsey Scram, Penny Weeks, Kate Wendel

Absences: Lloyd Clark and Josline Frank

Attorney: Reed Smith, Jefferson Parish

Guests: Toby Hlavinka, Jerry Bilicek, Larry Startz – American Plant Food
Dan Lester and Neil Waguespack – InterMat, LLC
Ryan Daul – USI Insurance Services

I. Call to Order – Chairman Larry Katz

- **Chairman Katz asked for a motion to amend the agenda for the purpose of adding two items to the agenda:**

- A resolution approving and authorizing the execution of an amendment to the consulting services contract between the Jefferson Parish Economic Development and Port District with PRIME Business Advisory Solutions for accounting services.

- Discussion and consideration for approval of an increase to a 2023 budgeted expense related to insurance policy premiums for the JEDCO Building and JEDCO Conference Center.

Jim Martin motioned, seconded by Tom Gennaro, to approve amending the agenda to include the above two items. The motion passed unanimously.

- **Swearing in Commissioner** – Reed Smith with the Jefferson Parish Attorney's Office performed the swearing in of Ms. Mayra Pineda. Ms. Pineda was reappointed to represent the Hispanic Chamber of Commerce of Louisiana.

- **Approval of Board absences for today, March 30, 2023** – Tom Gennaro motioned, seconded by Stephen Robinson, to excuse Lloyd Clark. The motion passed unanimously.
- **Approval of minutes for February 23, 2023** – Stephen Robinson motioned, seconded by Mickal Adler, to approve the minutes. The motion passed unanimously.

II. Public Comments on Agenda Items

Mr. Jerry Bilicek with American Plant Food River Partners, LLC provided an introduction of the team making the presentation. Mr. Toby Hlavinka, the President and CEO, gave a brief history of the company, stating APF was founded in 1964 in Houston, TX and is a privately owned producer and distributor of U.S. fertilizer products. One such product is Ammonium Sulfate Fertilizer (AMS); a non-hazardous, non-flammable, odorless granular solid that is widely used as a crop nutrient fertilizer. Mr. Dan Lester with InterMat, LLC presented an overview of the Project Gumbo Port Infrastructure Development Program (PIDP) Grant Application and uses of funds for the construction of a new production facility at Cornerstone Energy Park.

III. Unfinished and New Business

- **Resolution in support of JEDCO's application to the Federal Department of Transportation Port Infrastructure Development Program (PIDP) competitive grant cycle on behalf of a prospective business to Jefferson Parish, and authorizing its President & CEO to execute and submit the grant application documents along with a Memorandum of Understanding and all related and supporting documents necessary to meet the requirements for grant consideration and by advice of legal counsel – Annalisa Kelly**

Ms. Kelly presented the following:

- The proposed new plant will produce and distribute 420,000 tons per year of AMS fertilizer, and will create approximately 35 new, permanent, full-time local jobs with an average salary of approx. \$100,000/year. In addition, approximately 195+ local construction-related jobs will be created during the 18-month construction period.
- Significant port-related infrastructure is needed along the Mississippi River for the operation of the proposed facility, including docks, conveyers, and warehousing facilities. Project Gumbo in partnership with InterMat, their grant writing and administration consultant, approached JEDCO to be the public entity sponsor of a Federal Department of Transportation Maritime Administration (MARAD) Port Infrastructure Development Program (PIDP) grant to support the construction of such port facilities and equipment.
- The Port Infrastructure Development Program (PIDP) is a discretionary grant program administered by the Maritime Administration. Funds for the PIDP are awarded on a competitive basis to projects that improve the

safety, efficiency, or reliability of the movement of goods into, out of, around, or within a port.

- Under the proposed arrangement, JEDCO would apply for up-to \$113,415,908 through the PIDP grant, with a final amount dependent on a required benefit-cost-analysis still being developed. InterMat would draft all core parts of the grant application and send to JEDCO for review and approval prior to submission. JEDCO has engaged with its legal counsel to thoroughly review all grant documents prior to submission, including a required Memorandum of Understanding explaining the nexus between JEDCO (Applicant & Grant Administrator), Project Gumbo (Private Partner, Lessee, & Asset Owner), and Cornerstone Energy Park (Property Owner & Lessor). JEDCO has also requested counsel to advise on any and all liabilities and risks to JEDCO under the proposed arrangement.
- If awarded, JEDCO would be the primary grant recipient and would receive award documents to review and execute prior to the grant being awarded. Such award documents would be brought to the board for approval following legal and staff review. Nothing is binding until such award documents are executed.

Jim Martin motioned, seconded by Mayra Pineda, to approve the resolution in support of JEDCO's application to the Federal Department of Transportation Port Infrastructure Development Program. The motion passed unanimously.

- **Discussion and consideration for approval of an increase to the 2023 budgeted expense related to insurance policy premiums for the JEDCO Building and ~~JEDCO Conference Center~~ – Jerry Bologna**

Chairman Katz asked if there were any public comments on this item. Hearing none, Mr. Bologna began presenting the agenda item.

Mr. Bologna opened by saying that JEDCO has been looking over the last couple of years to have stable pricing and Mr. Ryan Daul with USI Insurance Services has done an excellent job shopping for the best rates. Mr. Bologna shared that he got some surprising news this year as JEDCO went to renew the property insurance – drastic changes. This past year, JEDCO's premium for property insurance (wind, hail, and fire) was \$31,000 with \$6,000,000 in coverage. That premium has now more than doubled to \$69,000 and coverage dropped from \$6,000,000 to \$2,000,000. There would be an additional \$42,000 in premium for the excess coverage that would bring JEDCO back to a total of \$6,000,000 in coverage. Mr. Bologna advised that this increase in premium is significantly more than JEDCO had budgeted and would require approval from the Board.

Following discussion, Chairman Katz motioned to amend the agenda item to delete JEDCO Conference Center as it is not included in this coverage, and to

approve an additional premium up to \$85,000 for the JEDCO property. Jim Martin seconded the motion and the motion passed unanimously.

- **Resolution approving a contract with Xavier University of Louisiana for the benefit and services delivered by the Xavier Louisiana Small Business Development Center (LSBDC) for consulting services related to food & beverage incubator planning and needs assessment totaling \$10,000 under JEDCO's USDA planning subgrant, and authorizing its execution by JEDCO's President & CEO – Annalisa Kelly**

Ms. Kelly Presented the following:

- In 2021, Greater New Orleans, Inc. through its nonprofit arm, the Greater New Orleans Development Foundation (GNODF), received a grant award from the U.S. Department of Agriculture (USDA) to provide technical assistance to the food and beverage industry and entrepreneurial ecosystem in the Greater New Orleans region.
- The grant award—a USDA Regional Food Systems Partnership Award—originally identified St. Charles Parish government as a partner organization and subawardee for providing assistance to companies at its food and beverage incubator, Edible Enterprises. However, Edible Enterprises suffered significant damage during Hurricane Ida in 2021 and was forced to permanently shut down.
- With the closure of Edible Enterprise and St. Charles Parish's confirmation that they no longer have appropriate use or need for the technical assistance grant dollars, GNO, Inc. approached JEDCO about continuing and formalizing their planning and technical assistance efforts already underway in the food & beverage industry cluster through a subaward of \$25,000 via the USDA award, which was granted in December 2022.
- The contract with Xavier University of Louisiana in the amount of \$10,000 will enable important, dedicated research and assistance efforts to a targeted industry as identified by the Jefferson EDGE economic development strategic plan; strengthen JEDCO's already robust partnership with LSBDC, Xavier University, food & beverage companies, and other partners; and help address known needs of food and beverage start-ups.

Mickal Adler motioned, seconded by Gene Sausse, to approve the resolution authorizing the contract with Xavier University of Louisiana. The motion passed unanimously.

- **Resolution approving contract for consulting services related to the implementation of the Jefferson EDGE 2025 between JEDCO and Tulane School of Professional Advancement, John Lewis Public Administration Program – (deferred from February 23, 2023) Lacey Bordelon**

Ms. Bordelon provided the following for discussion:

While JEDCO and its partners have made great progress on several of the EDGE strategies, JEDCO staff and Executive team would like to engage a third party for assistance with the advancement of certain items in the EDGE 2025. Specifically, the JEDCO team is seeking assistance with advancing the following two items contained within the EDGE 2025:

1. Strategy 3.1.2 – Formally designate the Jefferson Highway corridor – centered on the Ochsner Medical Center – as a medical innovation district; and
2. Measuring the successful implementation of the strategic plan by tracking the plan’s listed performance metrics.

JEDCO would like to retain the assistance of the Tulane School of Professional Advancement (Tulane SOPA) in Elmwood, specifically the John Lewis Public Administration Program’s professors and graduate students led by Dr. Halima Leak Francis, Program Director and Professor of Practice. As recommended by the EDGE 2025, Tulane SOPA JLPAP will track metrics reflecting economic outcomes related to employment, income levels, or capital investment against the US economy and all metrics under Goal 1. Talent and Workforce will be disaggregated by race, ethnicity, and geography either at the Zip Code or Census Tract level. Additionally, all metrics under Goal 3. Quality of Place and Real Estate will be disaggregated by geography at the Zip Code level where possible.

The total cost of the contract, which includes both the performance metrics and the medical innovation district research, will not exceed \$100,000 over a two year and ten-month period. The medical innovation district research will be completed by December 31, 2023, at a total cost of \$25,000. The performance metrics work will cost \$6,250.00 per quarter with the last payment due with submittal of final deliverables in December 2025 for a total cost of \$75,000.

Following discussion, Mayra Pineda motioned to approve the contract as amended and presented today between JEDCO and Tulane School of Professional Advancement, John Lewis Public Administration Program. Teri Tucker seconded the motion and the motion passed; Stephen Robinson abstained from voting.

- **Resolution ratifying the approval and execution by the JEDCO President & CEO of professional services contracts with PRIME Business Advisory Solutions for accounting services and Crescent for human resource and payroll services – Lacey Bordelon**

At the January 26, 2023 meeting of the JEDCO Executive Committee of the Board of Commissioners, the Board approved a resolution authorizing JEDCO’s President & CEO to incur warranted and proper unbudgeted expenses for emergency accounting and human resource consulting services at an amount not to exceed \$60,000 through March 31, 2023. With this approval, JEDCO staff identified and retained two firms to provide JEDCO with the needed assistance: PRIME Business Advisory Solutions (“PRIME”) for outsourcing JEDCO’s accounting functions and Crescent to outsource JEDCO’s human resource functions.

The JEDCO Executive Committee resolution approved on January 26, 2023, set an expenditure limit of \$60,000 through March 31, 2023. PRIME's January invoice for accounting services totaled \$2,035.00. JEDCO expects to be invoiced for February services during the week of March 27. Through discussions with the consultants, we understand the Phase 1 costs to be less than the contract's projected Phase 1 costs of \$55,000. Through March 31st, JEDCO will have expended \$1,564.00 for Crescent's services. Therefore, JEDCO's total spend on these contracts comply with the Executive Committee's stated limits.

Tom Gennaro motioned, seconded by Mickal Adler, to approve the resolution presented today ratifying the approval and execution by the JEDCO President & CEO of professional services contracts with PRIME Business Advisory Solutions and Crescent. The motion passed unanimously.

- **A resolution approving and authorizing the execution of an amendment to the consulting services contract between the Jefferson Parish Economic Development and Port District with PRIME Business Advisory Solutions for accounting services – Lacey Bordelon**

Chairman Katz asked if there were any public comments on this item. Hearing none, Ms. Bordelon began presenting the agenda item.

After the contract with PRIME was executed on March 7, 2023, JEDCO learned that its support position in JEDCO's Accounting Department would be vacated beginning on April 11, 2023. The proposed amendment allows PRIME to bring in an additional consultant to provide Staff Accountant services from April through June 2023, or until a suitable permanent replacement is hired.

Stephen Robinson motioned, seconded by Tom Gennaro, to approve the resolution amending the contract, substantially in the form attached to the resolution as SCHEDULE A-1 Additional Scope of Work. The motion passed unanimously.

- **Approval of the 2023 JEDCO Strategic Operating Plan – Lacey Bordelon**
Ms. Bordelon provided the Commissioners with a copy of the proposed Amended JEDCO 2023 Strategic Operating Plan. The plan consists of five (5) goals with detailed objectives and action items for each goal. Following discussion, Gene Sausse motioned to approve the plan as presented. The motion was seconded by Mayra Pineda and passed unanimously.
- **Resolution approving a Cooperative Endeavor Agreement between the Parish of Jefferson and Jefferson Parish Economic Development and Port District for the development of a comprehensive, multi-tiered marketing and PR campaign to attract new business to Jefferson Parish for an amount not-to-exceed \$110,000.00 – Kelsey Scram**

In late 2022, JEDCO met with members of the Jefferson Parish Council to discuss the development of a focused, multi-tiered marketing and public relations attraction campaign that will build upon and bring together all of the attraction tools currently being used by JEDCO, Jefferson Parish, Jefferson Chamber of Commerce, and regional resource partners. The campaign will highlight the unique assets and quality of life offerings that set Jefferson Parish apart as a premier destination for business.

The goal of this campaign is to drive new interest in Jefferson Parish by celebrating the Parish's unique assets, connecting site selectors and C-suite to the Parish to build trust and relationships, keeping Jefferson Parish top-of-mind, and ultimately, closing new business deals in Jefferson Parish. Jefferson Parish will provide JEDCO with funding in the amount of \$110,000.00 for the services/deliverables set forth in the Agreement. The terms of the Cooperative Endeavor Agreement are expected to be fully executed over an 18-month period.

Jim Martin motioned, seconded by Teri Tucker, to approve the resolution authorizing the CEA. The motion passed unanimously.

- **Resolution ratifying the approval of a Cooperative Endeavor Agreement between the Parish of Jefferson and JEDCO which was approved by Parish Council on March 1, 2023, and approval of contract in substantially the form attached to the resolution as Exhibit A with Green Coast Enterprises (GCE Services, LLC) in the amount of \$25,000.00 for a third-party assessment to better position Jefferson in attracting insurance companies to write policies in Jefferson Parish and authorizing its execution by JEDCO's President and CEO– Jerry Bologna**

Mr. Bologna presented the CEA and proposed contract. On March 1, 2023, through Resolution No. 141511, the Jefferson Parish Council approved the Cooperative Endeavor Agreement (CEA) between the Parish of Jefferson and the Jefferson Parish Economic Development and Port District (JEDCO) regarding the provision of funding in the amount of \$25,000.00 for a third-party assessment. Mr. Bologna stated that it is important to have third-party validation of the steps that have been taken as well as proposed improvements. Rafe Rabalais, with Green Coast Enterprises, and his team are ready to prepare a report similar to what JEDCO did post-Katrina. The cost of this will be \$25,000.

Jim Martin motioned to approve the resolution ratifying the approval of the CEA between JEDCO and Jefferson Parish, and to approve the contract with Green Coast Enterprises. The motion was seconded by Mayra Pineda and passed unanimously.

- **Approval of Chairman's travel expenses – Jerry Bologna**
Chairman Larry Katz was invited to participate in the World Trade Center's Ireland Trade Mission in June of this year. During the time in Ireland, they will meet with leading companies, explore B2B opportunities, and learn best practices

that will help grow Jefferson Parish's economy. Lodging, ground transportation and meals will cost \$2,500.00. The roundtrip flight is estimated at \$1,700 and will be included in the travel reimbursement request.

In accordance with the JEDCO bylaws, Board members shall be reimbursed for expenses incurred in the conduct of official travel on behalf of JEDCO provided that such travel has been previously authorized by the Executive Committee or the Board.

Tom Gennaro motioned, seconded by Jim Martin, to approve travel expenses related to the Ireland Trade Mission for Chairman Katz. The motion passed unanimously.

IV. Monthly Financial Report

• **February 2023 – Cynthia Grows**

Tom Gennaro motioned, seconded by Gene Sausse to approve the report as presented. The motion passed unanimously.

V. President and CEO Report – Jerry Bologna

- Jerry introduced new staff member Todd Pereira. Necessitated by the contracts with the City of Kenner and the City of Gretna, Mr. Pereira will provide support and serve as the Community & Municipal Relations Manager.
- The 5-year PILOT with Laitram is now in its 4th year. Meetings have been held to begin discussion for renewing the agreement.
- Dyno Nobel is entering into a contract to sell that asset. The PILOT in place does allow for assumption of the PILOT by the new owner. JEDCO's counsel advised that the new owner could retain the PILOT, but Dyno Nobel will maintain liability.
- JEDCO staff participated in several meetings with the Parish Council and Loop Linen to discuss incentives for the expansion of the business at a new location.
- The Quality-of-Life survey, which the Board approved \$5,000 in funding toward the cost of the survey, is complete and meetings are scheduled next week to review the findings.
- Dots Diner is the newest Jefferson EDGE Investor.

VI. Other Updates or Comments from the JEDCO Board of Commissioners

There were no updates or comments.

VII. Adjournment – Gene Sausse motioned, seconded by Mickal Adler, to adjourn the meeting.


James Martin
JEDCO Secretary

Minutes for March 30, 2023