



**JEDCO Executive Committee**  
**April 25, 2024 @ 8:30 A.M.**  
**JEDCO Administration Building**  
**700 Churchill Parkway, Avondale, LA 70094**

**MINUTES**

**Call to Order:** 8:30 a.m.

**Attendance:** Chairwoman Mayra Pineda, Mickal Adler, Jimmy Baum, Billy Douglass, Brian Heiden, Jim Martin, Stephen Robinson, Gene Sausse, Lynda Nugent Smith

**Absences:** Joe Ewell, Mike Fahrenholt, Josline Frank

**Staff:** Lacey Bordelon, Annalisa Kelly, Jennifer Lapeyrouse, Scott Rojas, Anthea Smith, Penny Weeks

**Attorney:** Reed Smith, Jefferson Parish

**Guest:** None

**I. Call to Order – Chairwoman, Mayra Pineda**

- **Approval of Board absences for today, April 25, 2024** – Jimmy Baum motioned, seconded by Jim Martin, to excuse the above-named absences. The motion passed unanimously.
- **Approval of minutes for March 28, 2024, and April 11, 2024** – Brian Heiden motioned, seconded by Stephen Robinson, to approve the March 28 and April 11 minutes. The motion passed unanimously.

**II. Public Comments on Agenda Items**

There were no public comments.

**III. Unfinished and New Business**

- **A resolution to authorize JEDCO's President & CEO to accept a \$2,000,000 award from the Economic Development Administration for the design, engineering, and construction of a food and beverage incubator in Churchill Park and to execute any and all documents necessary to meet the requirements for award acceptance and to carry out the provisions of this resolution by advice of legal counsel – Annalisa Kelly**  
In 2022, JEDCO received a USDA subgrant to conduct an in-depth planning analysis and needs assessment in partnership with the Louisiana Small Business

Development Center (LSBDC) and regional economic development organization Greater New Orleans, Inc. (GNO, Inc.), whereby food businesses and partners were interviewed to assess gaps and needs in the region, particularly in the wake of Hurricane Ida. Through meetings with dozens of F&B businesses and startups and a final report by the LSBDC, JEDCO and partners established that a food incubator is a top need for the Greater New Orleans region food & beverage industry cluster in the region.

JEDCO was encouraged to apply for 2023 Disaster Supplemental Funding through EDA, a one-time pot of grant funding for economic development projects that have been impacted by Hurricane Ida. JEDCO worked quickly to put together a robust application, including a project narrative, preliminary engineering report, environmental narrative, letters of support, and matching funds, and submitted a request for \$2 million for the design, engineering, and construction of a food and beverage incubator on the West Bank of Jefferson Parish serving the New Orleans-Metairie MSA and Southeast Louisiana regions, located at Churchill Technology & Business Park. JEDCO also identified \$2.2 million in matching dollars from the Jefferson Parish Council (\$1.5 million), Louisiana Economic Development (\$500,000), and JEDCO Development Corporation (\$200,000), bringing the total project award to \$4.2 million.

On April 9, 2024, JEDCO received a Notice of Award from the Economic Development Administration informing JEDCO of its successful application and intent to award design, engineering, and construction funds. As part of the Notice of Award, the Authorized Representative for JEDCO must accept or decline the award within 30 days (by May 9, 2024), and if the award is not accepted within 30 days the EDA Grants Officer may unilaterally withdraw this award offer and de-obligate the funds.

The proposed Food & Beverage Incubator at Churchill Technology & Business Park will fulfill a critical need in Greater New Orleans and will be the only facility of its kind in the region, providing small food & beverage (F&B) businesses and startups with much-needed commercial kitchen space and technical assistance to successfully operate and scale, including training in production, licensing, equipment, business plan development, marketing, labeling and packaging, food safety, distribution, financing, and other assistance.

The resolution authorizes JEDCO's President and CEO to accept a \$2,000,000 award from the Economic Development Administration for the design, engineering, and construction of a food & beverage business incubator in Churchill Park, to serve as an Authorized Representative for JEDCO for the purposes of this award, and to execute any and all documents necessary to meet the requirements for award acceptance and to carry out the provisions of this resolution by advice of legal counsel.

Following discussion, Mickal Adler motioned, seconded by Jim Martin, to approve the resolution. The motion passed unanimously.

- **A resolution to approve unbudgeted revenues and expenses in JEDCO's 2024 Special Projects department schedule to allow for such expenses and fund reimbursements under the award of technical assistance grant dollars from Louisiana Economic Development – Annalisa Kelly**

In October 2021, JEDCO entered into a Cooperative Endeavor Agreement (CEA) with Louisiana Economic Development (LED) to provide outreach and associated technical assistance to the hard-hit seafood industry in Jefferson Parish, including commercial fishermen, seafood processors, and others in the industry. The CEA provided \$100,000 in EDA grant funds and expired October 31, 2023. LED informed JEDCO in late 2023 that it could provide \$40,000 in a new CEA for 2023-2024 to support expanded programmatic assistance to the seafood industry, which was signed in February 2024.

The \$40,000 in anticipated revenues and expenses was not included in the 2024 Adopted JEDCO Budget, as the award of this grant was not known at the time of budget adoption. JEDCO seeks to engage with an advertising firm to develop a branding and promotional campaign in support of Grand Isle's Alternative Oyster Culture work, but needs board approval of such expenses.

The resolution approves the following unbudgeted expenses and revenues under the Special Projects department schedule: \$20,000 to Deep Fried Advertising (LED Tech Assist. Marketing - 5104); \$15,000 to Julep Consulting (LED Tech. Assist. Outreach Contract – 5113). The remaining \$5,000 will be used for Business Retention and Expansion, Industry Partnerships, and Community/Business Outreach and Promotion. These expenses will be fully reimbursed by LED's grant under the CEA.

Jim Martin motioned, seconded by Mickal Adler, to approve the resolution. The motion passed unanimously.

#### **IV. Monthly Financial Report**

- **March 2024 – Jennifer Wollfarth** – Ms. Wollfarth presented the budget-to-actual comparisons for the month of March. She noted that each fund details actual expenses for the month of March and year-to-date totals comparing these amounts to the approved budget for the year 2024.

Stephen Robinson motioned, seconded by Jimmy Baum, to approve the report as presented. The motion passed unanimously.

- The JEDCO Audit Committee met to review a draft of the 2023 Financial Audit Report and voted to recommend approval to the Board at the May meeting.


**V. President and CEO Report – Lacey Bordelon for Jerry Bologna**

- NAI, a commercial real estate brokerage firm, will be working with Avondale Global Gateway to identify real estate opportunities at the site.
- Meetings are scheduled with the Parish President, Jefferson Chamber, and Port of New Orleans to continue discussion regarding lighting of the Huey P. Long Bridge.
- JEDCO is hosting the Familiarization (FAM) Tour this year and has confirmed seven site selector consultants to join the tours. Tours in Jefferson Parish will include Avondale Global Gateway, Port of New Orleans, and Churchill Park.
- Jefferson Parish Council approved the PILOTs for Kenner Housing Authority and Laitram, LLC on April 17.

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

Commissioner Lynda Nugent Smith provided an update about the Terrytown home improvement grant program. The program is expected to provide up to \$8,500 for 30 homes. Over 60 applications have been received.

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

  
~~Stephen Robinson~~ James Martin  
JEDCO Secretary Treasurer  
Minutes for April 25, 2024