



JEDCO Executive Committee
July 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, Joe Ewell, Josline Frank, Mike Fahrenholt, Jim Martin, Stephen Robinson, Gene Sausse

Absences: Brian Heiden

Staff: Jerry Bologna, Annalisa Kelly, Jennifer Lapeyrouse, Kelsey Scram, Neil Schneider, Penny Weeks, Kate Wendel, Jennifer Wollfarth

Attorney: Colin Cisco, Jefferson Parish

Guest: None

I. Call to Order – Chairwoman, Mayra Pineda

- **Approval of Board absences for today, July 25, 2024** – Billy Douglass motioned, seconded by Jimmy Baum, to excuse Brian Heiden. The motion passed unanimously.
- **Approval of minutes for June 27, 2024** – Stephen Robinson motioned, seconded by Joe Ewell, to approve the minutes. The motion passed unanimously.

II. Public Comments on Agenda Items

There were no public comments.

III. Unfinished and New Business

- **Approval of Chairwoman’s travel expenses** – As per JEDCO bylaws, the Chairwoman’s travel expenses must be approved by the Board or Executive Committee. Chairwoman Mayra Pineda will be participating in the 2024 Washington DC Fly-in. Travel expenses total \$3,206.96. Josline Frank motioned, seconded by Jim Martin, to approve. The motion passed unanimously.

- **Approval of JEDCO's 2025 Proposed Budget and Financial updates – Jennifer Wollfarth**

The packet presented to the Commissioners included the budget sheets detailing the proposed budget for 2025. The sheets also detailed the actual expenses through June 2024, as compared to the budget for 2024. Ms. Wollfarth stated that expenses appear to be in line with the budget for the current year, and she does not see any large or unexpected expenses to report on.

Joe Ewell motioned, seconded by Mickal Adler, to approve the 2025 Proposed Budget. The motion passed unanimously.

IV. President and CEO Report – Jerry Bologna

- JEDCO is embarking on an Attraction Campaign to help drive interest in Jefferson Parish. Jerry, Kelsey, and Deep Fried Advertising held meetings with the Parish Council to come up with a brand concept that will serve as the official tagline for the Marketing Campaign. Once the tagline is chosen, they will begin developing a logo, visuals, and messaging.
- NAI Site Selectors Group, representing Avondale Global Gateway, is working with JEDCO to develop a site selector package to distribute to prospects.
- Cornerstone/UBE groundbreaking ceremony scheduled for mid-November. Japanese leadership planning to attend the event.
- On August 20, Senator Cassidy will hold a roundtable discussion with JEDCO Commissioners and tour WRSTBND, a Jefferson Parish business.
- On July 24, JEDCO staff toured LSU FOODii in Baton Rouge to learn more about planning, building, and best practices for the JEDCO Food & Beverage Incubator.

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

There were no other comments.

VI. Adjournment – Stephen Robinson motioned, seconded by Jim Martin, to adjourn the meeting.



Stephen Robinson
JEDCO Secretary
Minutes for July 25, 2024