



JEDCO Executive Committee
July 27, 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, Lloyd Clark, Mike Fahrenholt, Tom Gennaro, Mayra Pineda, Stephen Robinson, Gene Sausse, Teri Tucker

Staff: Jerry Bologna, Lacey Bordelon, Janet Galati, Kelsey Scram, Penny Weeks, Kate Wendel

Absences: Josline Frank, Jim Martin

Attorney: Reed Smith, Jefferson Parish

Guests: None

I. Call to Order – Chairman Larry Katz

- **Approval of Board absences for today, July 27, 2023** – Stephen Robinson motioned, seconded by Gene Sausse, to excuse the above-named absences. The motion passed unanimously.
- **Approval of minutes for June 29, 2023** – Lloyd Clark motioned, seconded by Tom Gennaro, to approve the minutes. The motion passed unanimously.

II. Public Comments on Agenda Items

There were no public comments.

III. Unfinished and New Business

- **Resolution approving consulting services contract for implementation support services related to the Churchill Technology & Business Park Strategic Business Plan with Point A Consulting LLC– Lacey Bordelon**
JEDCO retained Point A to develop a comprehensive Strategic Business Plan (SBP) for Churchill Park to guide development activity and implementation of the Churchill Park Master Plan on JEDCO-owned property within the Park through concrete action steps. The final drafted SBP was presented to the JEDCO Board of Commissioners on May 25, 2023 and was adopted by the Board as the official

comprehensive economic development strategy for the Churchill Technology & Business Park and approved for implementation.

The proposed contract with Point A Consulting LLC will enable JEDCO to begin to advance several essential items as recommended within the Strategic Business Plan for Churchill Park, an achievement that would be very difficult and likely impossible for JEDCO staff to achieve without the consultants' assistance due to staffing shortages. Point A developed the SBP that would be advanced through this effort and has the experience and expertise gained through their work with university research park and similar clients to bring to the JEDCO team.

A range of potential activities include, but are not limited to, the following:

- 1) Assistance with planning and facilitating SBP staff training workshop (likely in Fall 2023)
- 2) Recruiting Churchill Park Director including developing job description, pushing out the job ad, and vetting resumes (starting immediately)
- 3) Preparing RFQ / RFP for a developer to construct a Multi-tenant Building (to be released in Q4 2023)
- 4) Assistance with planning and facilitating JEDCO Board Retreat (likely in early-2024)
- 5) "Socializing" the Plan with stakeholders — roll out and buy-in support
- 6) Begin updating Churchill Park's Codes, Covenants & Restrictions and Design Operating Guidelines
- 7) Early park and multi-tenant building marketing
- 8) Additional support implementing Governance recommendation
- 9) Refine / confirm implementation milestones / timetables, and sequencing of actions

Following discussion, Mayra Pineda motioned, seconded by Stephen Robinson, to approve the resolution which would authorize the execution of the contract for consulting services with Point A Consulting for assistance implementing the Churchill Technology & Business Park's Strategic Business Plan. The motion passed unanimously.

- **Resolution approving Third Amendment to the Cooperative Endeavor Agreement with the State of Louisiana, 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 seafood industry. The CEA currently provides up to \$100,000 in EDA grant funds with a term starting October 1, 2021, and ending on or before October 31, 2023, following two prior no-cost extensions to the CEA.

LED informed JEDCO that it had an additional \$15,000 in funding available for work to support the seafood industry in Jefferson Parish. These funds will be used to augment and extend JEDCO's contract with Julep Consulting and enable further in-depth work to: identify key economic drivers of seafood enterprises and specific economic factors that are creating challenges and obstacles for the seafood industry; expand best practice research to areas outside of Louisiana, such as Maine and Alaska, to better understand programming and marketing initiatives that have benefitted the industry; and expand their Economic Development Project Feasibility Assessment to assess the feasibility of 4-5 projects that add value to the fishing industry and serve to create or retain jobs in the parish or region. The amendment to the CEA increases funding from \$100,000 to \$115,000.

Mickal Adler motioned, seconded by Stephen Robinson, to approve the resolution which authorizes JEDCO to execute the third Amendment to the CEA with LED. The motion passed unanimously.

- **Resolution approving Amendment No. 1 to the contract for consulting services related to seafood industry workforce development and other programs assisting commercial fishermen in Jefferson Parish with Julep Consulting – Kate Wendel**

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 seafood industry. The CEA currently provides up to \$115,000 in EDA grant funds and the term of the CEA expires on October 31, 2023. JEDCO has used a portion of the grant proceeds to retain the services of Julep Consulting to research best practices and develop recommendations for programming and actions related to workforce development and other economic development programs and facilities to support the seafood industry, namely cold storage/seafood co-op facilities. The current cost of the contract is \$32,000 and the contract expires on July 31, 2023.

JEDCO staff desires to support the expansion of the contract with Julep Consulting via Amendment No. 1 by adding beneficial deliverables that will aid in JEDCO's assistance to the seafood industry. The CEA term with LED has been extended by three months (i.e. October 31, 2023). JEDCO staff desires to extend the term of the Julep contract as well to accommodate the required research and services.

Amendment No. 1 to the contract increases the contract budget from \$32,000 to \$47,000 and extends the contract term from the ending date of July 31, 2023 to coincide with the CEA's expiration date of October 31, 2023.

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

- **Approval of JEDCO 2024 Proposed Budget – Lacey Bordelon**
Tom Genero motioned, seconded by Teri Tucker, to approve the JEDCO 2024 Proposed Budget as presented. The motion passed unanimously.

IV. Monthly Financial Report

- **June 2023 – Lacey Bordelon**
Mayra Pineda motioned, seconded by Mickal Adler, to approve the report as presented. The motion passed unanimously.

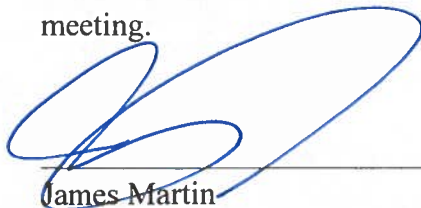
V. President and CEO Report – Jerry Bologna

- Louisiana Community and Technical College System (LCTCS) is recognizing JEDCO at the LCTCS Impact Awards Recognition Program. JEDCO was selected to receive the *Joe D. May Excellence in Public Policy Award*. The Impact Awards recognizes individuals, organizations, business, and industry whose leadership efforts have been notably effective in advancing Louisiana's education and workforce needs. This award will be presented at the LCTCS Impact Awards Gala in September.
- The Westbank Port Development Task Force met on June 21 to review the second draft of the amendments to the industrial zoning districts study. The next meeting will be scheduled in mid-August. Prior to the August meeting, there will be a small group meeting with Councilman Bonano to try and come to a middle ground on some of the recommendations.
- Rafe Rabalais of Green Coast Enterprises was contracted to do a third-party assessment to assist us in the development of an insurance action plan aimed to help us attract more insurance companies to consider writing in Jefferson. Rafe has already met with a number of stakeholders at the Parish, Senator Talbot, and stakeholders in the business arena. The first draft of the report is near completion and meetings with stakeholders will be scheduled at the end of August to review the draft.

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

Commissioner Mayra Pineda announced the 2023 Hispanic Business Conference and Tradeshow is scheduled for August 8 from 9:00 a.m. to 1:30 p.m. at the Ernest Morial Convention Center. Currently, there are over 100 registrations from exhibitors.

VII. Adjournment Gene Sausse motioned, seconded by Teri Tucker, to adjourn the meeting.



James Martin

JEDCO Secretary

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