

LaBIC Meeting Minutes
April 27, 2023
Baton Rouge Area Foundation
100 North Street, Ste. 900
Baton Rouge, LA 70802

Call to Order Chairman Rusovich

Roll Call Rebecca Normand

The following Committee Members were in attendance:

Chairman Greg Rusovich
Dr. Eric Kalivoda
Don Pierson
Brandy Christian
Brenda Stelly
Don Sanders

Jay Hardman
Kevin Melton
Nester Navarro
Kate MacArthur
Renee Lapeyrolerie
Doug Bourgeois

Tom Spiers
Melissa Folse
Nicholas Cole
Mandi Mitchell
Drew Heaphy
Paul Matthews

Declaration of Quorum Chairman Rusovich

Approval of Minutes - December 2021 board meeting Chairman Rusovich

Introductory Remarks Chairman Rusovich

Chairman Rusovich made introductory comments. He acknowledged and welcomed newly appointed members. Chairman Rusovich addressed recent articles in the media regarding LaBIC, pointing out inaccuracies and the potential motives for such articles. Chairman Rusovich also discussed pending legislation and LaBIC's role/authority respective to such pending legislation expressing the need for individual board members to weigh in with their respective legislators.

The order of the agenda was modified to accommodate the schedules of some board members.

Department Report Secretary Pierson

Secretary Pierson re-enforced the Chair's comments regarding the recent media attention that LaBIC received. He pointed out the exaggerated timelines and reminded the Board that COVID had drastically affected the meeting schedule and member appointment process. Secretary Pierson reviewed LED project wins and major OIC activities such as governor led international missions.

Master Plan Introduction Larry Collins

Larry Collins introduced Dr. Ed Bee and the scope of the work being done to update LaBIC Master Plan.

Master Plan Presentation and Q&A/Discussion Dr. Ed Bee

Dr. Ed Bee reviewed the methodology and initial findings of the LaBIC Statewide Master Plan. Dr. Bee reviewed the working groups' priorities, the trends in international trade/port activities, FDI trends and standings. Louisiana ranks very high in both as indicated by Dr. Bee's findings. Dr. Bee led discussions on how COVID impacted trade, near/friend-shoring and shifting volumes of trade/FDI with China and

other countries. He presented the timeline and next steps to facilitate adoption/approval of the master plan. Board members were able to ask questions and make additional suggestions for inclusion in the “final” version.

Port of New Orleans Update on Container Terminal

Brandy Christian

Brandy Christian provided an update on the new container terminal development in Violet (Louisiana International Terminal) including coordination with LED, the Governor’s office, allies and investors. This project should begin construction in 2025.

Planning, Operations & Staff Reports

Larry Collins

- International Reps & Select USA

Ben Fontenot

Ben Fontenot provided an update on LED International representatives and the USDOC Select USA program to recruit FDI.

- EDA Grant Leads & Project Pipeline

Courtney Maciasz

Courtney Maciasz reviewed the Economic Development Agency Grant of \$350,000 for lead development to generate FDI from countries where LED has representation.

- STEP Grant & Trade Shows/Missions

Larry Collins

Jessica Steverson pre-recorded a report on the state trade expansion/export program indicating the results, 99.9% utilization of the funds, and the application process for 2023/2024 funding.

- Diplomatic Outreach Activity

Larry Collins

Larry Collins provided an update on diplomatic and Louisiana prospect visits. Due to multiple post –COVID re-postings, many new diplomats with territories including Louisiana were eager to meet with Governor Edwards.

- Ongoing Activities/Missions

Larry Collins

Larry Collins re-capped the number of international missions, companies, and allies participating in international missions.

Board Comments

Several Board members commented on Master Plan, OIC/LaBIC activities and pending legislation.

Public Comments

N/A

Chairman Rusovich

Closing Remarks & Adjourn

Meeting adjourned

Chairman Rusovich