

**St. John the Baptist Parish
Economic Development Committee**
Minutes of Regular Meeting
March 6, 2017

ATTENDANCE:

Present:

Michelle Jenkins
Elizabeth Joseph
James Oubre, Jr.
Peggy Joseph
Robert Taylor
Tomy Acosta
Evin Stein

Absent:

Leroy Mitchell

Staff:

Jerry Jones Jr.
Denise Burrell
Terri Abadie
Laverne Toombs
Jean Stewart

Guests:

| | |
|--------------------|-----------------|
| Jo Banner | Rita Perrilloux |
| Larry Sorapuru Jr. | Cullen Curole |
| Chassity McComack | Michelle Mims |
| Aspen S. Murphy | Joy Banner |
| Mala Taylor | Lois Frank |
| Penny Freeman | Sylvia Taylor |
| Thaddeus R. Victor | Wayne Aucoin |
| Kalen Henderson | Eliza Eugene |
| Rodney Nicholas | Earl Meador |
| Michelle Augustine | |

I. Call to Order

Chairwoman Peggy Joseph called meeting to order at 12:14 p.m.

II. Roll Call

Seven (7) Committee members were present. One (1) Absent. Quorum was met.

III. Prayer and Pledge

James Oubre Jr. led prayer. Tomy Acosta led pledge of Allegiance.

IV. Public Comment(s)

Meeting open for public comments (3) Minutes

- Rita Perrilloux- Save the Date Official Historic Riverlands Ribbon Cutting Ceremony Saturday, March 11, 2017 at 4p.m.-6p.m. 480 NW 3rd Street Reserve, LA
- Thaddeus Victor & Kalen Henderson- with Northwestern Mutual. Would like to give back to SJP and get involved with Economic Development in St. John Parish.

V. Adoption of Minutes from February 6, 2017 Meeting

Motion from Robert Taylor and seconded by James Oubre Jr. to adopt the minutes of the February 6, 2017 meeting with no changes or corrections.

VI. Monthly EDC Update - Director's Report

EDC Director Jerry Jones reviewed monthly economic updates. Over the past month, Mr. Jones met, hosted, and/or participated in the following:

- ED Department/EDC participated in the 69th Washington D.C. Mardi Gras.
- Washington DC Mardi Gras – ED Department co-hosted RREDI Breakfast
- Attended Washington DC Mardi Gras to market and sell parish on what has taken place/network.
- Attended the GNO Inc. Annual Luncheon.
- Attended the Rotary Club of LaPlace weekly meeting.
- Crafting a RFP for the parish wide Area Trade Marketing Study. This will assist in identifying what's not known as it relates to consumer analytics. Retailers are using data to make key decisions in site selection locations. There are web-based data programs that can tell where residents are going to make purchases, what are they purchasing, and what disposable income they possess in order to make purchases. The RFP is in the review stage and once completed, it will be brought to the Parish Council.

- Met with Penny Freeman, Campus Administrator of South Central Technical College-Reserve Campus, D'Wan Nunnery owner of The Frying Station, & Myra Alexis-Valentine, Grants Administrator of St. John. The opportunity to place a food truck on the Technical College Campus was discussed.
- February 15th & 16th an informational sessions for both the Homebuyers and Small Business Grant and Loan Programs. Workshops were held at the St. John Community Center in LaPlace and the Council on Aging Senior Center in Edgard. The application intake period starts today March 6, 2017 and will end March 31, 2017.
- Queen Sugar has returned and started filming season two (16 episodes) through August and will be utilizing St. John Parish again throughout this time.
- Spoke at the neighborhood meeting hosted by industry at the DuPont PERO house.
- Website is continuing to evolve. Currently working to finalize initial review. Committee photos for the site will be taken and added to the site.
- Met with Emily Arata with Ochsner Hospital to discuss economic incentives that Ochsner could assist the community in developing the area near the new hospital.
- Attended the Planning and Zoning Administrative hearing. A new strip mall is in the planning phase in LaPlace. More information to come.
- Welcome signs and banners are being addressed.

VII. Old Business

Historic Districts-Motion to support to establish for Garyville, Reserve, LaPlace, and River Road parish line area motion by Elizabeth Joseph, seconded by James Oubre Jr.

VIII. New Business

- 2017 EDC Election-Motion by Robert Taylor for current officers to remain. Seconded by James Oubre Jr. Peggy Joseph-Chairwoman, Tomy Acosta-Vice Chair, Michelle Jenkins-Secretary.
- Laverne Toombs-Bylaws-would like to table bylaws to be reviewed with Administration until next meeting.
- Tomy Acosta motion and Peggy Joseph seconded motion to table bylaws for administration review until next EDC meeting
- Jerry Jones will send out information in regards to Ad Valorem tax for Hurricane Levee Protection.

IX. Community Partners Update

- Entergy Louisiana - Absent
- Louisiana Small Business Development Center (LSBDC) – Wayne Aucoin
 - Completed a QuickBooks course with eight (8) people
 - Will have a social media class starting March 21, 2017-2 week course, 3 hours
- Port of South Louisiana - Absent
- River Parishes Tourist and Commission - Jo Banner
 - Grand opening-Historic RiverLands (Former OLG Church) Saturday, March 11, 2017
 - Attended Washington DC Mardi Gras
 - Attended RREDI Breakfast at D.C. Mardi Gras
 - Would like to hear more about Tourism at RREDI Breakfast at D.C. Mardi Gras
 - Sent out Mardi Gras newsletter
 - Event Calendar for Tourism
 - Frisco Fest March 11 & 12
- River Region Chamber of Commerce (RRCC) - Chassity McComack
 - In process of finalizing website upgrade for RRCC.
 - Working on business development courses (how to grow business, constant contacts)
 - Seminars this Fall
 - Process of having a pre-session with the legislatures (finalizing our priorities this session) flood and levee protection-Priorities
 - Workforce Development meeting with the River Parish Presidents
 - Follow-up meeting on March 20, 2017

- Workforce Development Committee meeting on March 21, 2017 at 4p.m. at the Chamber of Commerce Office.
- Revising the 501 this year.
- Crawfish Boil-April 20, 2017 West Bank Bridge Park in Luling. \$40 per person
- South Central Louisiana Technical College (SCL) - Penny Freeman
 - Doing schedules for summer and fall
 - Delgado Community College (DCC) program has been pushed back for 2 weeks due to lack of interest (online registration)
 - DCC program classes only for 6 weeks and classes offered at night at SCL.
 - Ribbon Cutting for new building March 21, 2017 at 2p.m.
 - Career Link scheduled for April 5, 2017
- South Central Planning and Development Commission-Culler Curole
 - Hurricane Isaac Homebuyers and Small Business Grant and Loan Programs - Application Intake period starts today will end on March 31, 2017.
 - Introduced Michelle Mims - will oversee the local office for Application Intake until March 31, 2017
 - 20% is a grant, 80% is a low interest loan. Remainder of term is 4% interest
- St. John Business Association - Absent
- St. John Community Center - Jo Banner
 - Private Events scheduled
 - Queen Sugar filming today in Wallace & Edgard
 - Inquiring of events for 2018
 - Will be attending the AFCI Location Show in Los Angeles with Peggy Joseph
- St. John the Baptist Parish School Board – Absent
- Workforce Investment Board - Absent

X. Announcements

- FastTrac Spring 2017 Classes:
 - Thursdays at 5:30p.m. to 8:30p.m. for St. John Parish residents only
 - March - 9, 16, 23, 30
 - April - 6, 20, 27
 - May - 4, 11, 18
- Five Guys notified administration of new store opening in Baton Rouge. Would like to reschedule meeting for late March early April.
- In search of data to reach out to Chick-fil-A
- March 10, 2017 - Leaders Against Litter
- March 11, 2017 - Soul River 4pm-6pm
- April 1, 2017 - Easter in the Parks (Thomas F. Daley Memorial Park & West Bank Recreational Complex)
- April 1, 2017 - Pups in the Park (St. John Community Center)
- April 8, 2017 - Relay for Life (Joe Keller Memorial Stadium)
- April 29, 2017 - Clean Sweep
- April 29, 2017-19th Annual Household Collection Day – New Wine Christian Fellowship Parking Lot – 1929 W. Airline Hwy. – LaPlace, LA
- Peggy Joseph recognized Councilman at Large Division A, Larry Sorapuru & Chief Deputy Assessor Rodney Nicholas in attendance to EDC meeting

XI. Adjournment

A motion to adjourn was made by Michelle Jenkins and seconded by Elizabeth Joseph. Meeting was adjourned at 1:29 p.m.