

**St. John the Baptist Parish
Economic Development Committee**

Minutes of Regular Meeting
Monday, September 11, 2017

ATTENDANCE:

Present:

Peggy Joseph
Tomy J. Acosta
Elizabeth R. Joseph
James Oubre, Jr.
Robert Taylor Sr.
Kali Jenkins
Evin Stein

Absent:

Leroy Mitchell
Michelle Jenkins

Staff:

Jerry Jones
Denise Burrell
Terri Abadie

Guest:

Lucien Gauff III	Eliza Eugene
Wayne Aucoin	Larry Snyder
Sylvia Clayton	Joy Banner
Megan Ryburn	Pam Allen
Ana Gale-Orellana	Mala Taylor
Marc Ehrhardt	Jonas Nash
Larry Sorapuru	Lois Frank
Marvin Perrilloux	Jo Banner
Penelope Freeman	Rena Jackson

I. Call to Order

Chairwoman Peggy Joseph called meeting to order at 12:03p.m.

II. Roll Call

Seven (7) Committee members were present. (2) Absent. Quorum was met.

III. Prayer and Pledge

Peggy Joseph led prayer. Robert Taylor led pledge of Allegiance.

IV. Public Comments

Meeting open for public comments (3) Minutes

- Councilman Larry Snyder inquired of Andouille Festival Updates – any activities in the Community Center...Car Show, Bingo, etc.?
- Jerry Jones informed all that the Car Show was cancelled this year from the Festival because of low participation. Revisiting the policies and procedures of the St. John Community Center.
- Councilman Marvin Perrilloux expressed...
 - shared concerns of the policies, procedures and pricing.
 - every weekend something should be going on at the Center.
 - concerns about the 2016 Andouille Festival Car Show stated “it was not included in the festival because it was way on the outside where nobody went. ...the low participation was probably because it was too far.”
- Jerry Jones will take concerns into consideration and visit moving the Car Show inside.
- Peggy Joseph - get people involved that are familiar and have relationships with people in the Car Show industry.
- Assessor Lucien Gauff III – “Always here to support business development in the parish. Listen in on what’s new, what’s coming to our Parish, so that I am aware of it.”

V. Approval of Minutes

Adoption of Minutes from August 7, 2017 meeting: Motion from Tomy Acosta and seconded by James Oubre, Jr. to adopt the minutes of the August 7, 2017 meeting.

VI. Director’s Report

Monthly EDC Update - Jerry Jones, Director (Handout)

- The **St. John the Baptist Parish 44th Andouille Festival** is already in the planning phase. We have held meetings discussing how we desire to move the festival forward in preparation for a record crowd. Last year we estimated 25,000 in attendance and this year we anticipate 30,000. According to our Facebook reviews, our 43rd Andouille Festival was truly something special. I

received positive feedback from so many people and look forward to making this year better! Last year the festival was highlighted on several media outlets throughout southeast Louisiana. This year we see the opportunities to take the festival to the next level. Recently the festival sponsored the **2017 MEAC/SWAC Challenge** pre-game show in Baton Rouge. This pregame show reaches the greater New Orleans/Baton Rouge markets and is carried on 106.5 ESPN Radio.

- The next committee meeting will be held on Friday, September 15, 2017 from 9:00am - 11:00am.
- The Andouille Festival Arts and Craft Vendor application process is now closed. The committee met and finalized the selection of vendors. All of our **Food & Arts and Crafts Vendors** have received certified letters notifying them.
- We met with the **Port of South Louisiana Executive Regional Airport** staff and developed the 2017 Andouille Festival Fly-In for the festival. We have a logo and created a flyer that we have sent to all of the recreation flight magazines. Last year our collaboration yielded 10 people to fly-in and attend the festival. We are confident more will come this year.
- This year we will have the **RTC/Buddy's Home Furnishings Fan Zone** under the Lagniappe Tent at the festival. This tent will have large screen TV's and projection screens from Friday-Saturday. All of the major football games will be highlighted in this tent during **Friday and Saturday**. In-kind sponsorships included cable drop from RTC and television screen from Buddy's Home Furnishings. On Sunday, the Lagniappe Tent will host the **Gospel Celebration**.
- Our most recent sponsorship totals both pledged and received are: **\$69,800.00**. Our goal for Sponsorships is **\$100,000.00**. We are well on our way to **surpassing** this amount!
- Attended the **Rotary Club of LaPlace** monthly meeting. Our meeting highlighted areas we believe we can grow the community and chapter. Our Superintendent of public schools spoke at the last meeting highlighting the growth of the public school system.
- Attended the **Pin Oak Terminals** Ribbon Cutting Ceremony at the **Belle Terre Country Club**. As the terminal project develops, it will create more than **70 new on-site jobs** encompassing full-time company and contractor jobs, with 30 of those positions already filled. Those new jobs will have an average annual salary of more than **\$60,000**, plus benefits. Louisiana **Economic Development** estimates the project will result in an additional 81 new indirect jobs, for a total of more than 150 jobs in the **Southeast Region** and surrounding areas. At peak construction, the project generated more than 440 additional construction jobs. Thank you **Pin Oak Terminals** for choosing **St. John Parish!**
- Attended the monthly **South Central Planning and Development Commission** Bank Meeting. We are identifying plans on offering more **Small Business Loans** to qualified applicants within St. John! More information will be rolling out soon in regards to this program.
- **Industry Career Day** planning efforts are continuing to develop. The library has now connected with both the Community College and Chamber of Commerce. We continue to have planning sessions in order to make this day special. This is an awesome opportunity to take students from our school system and assist in opening their minds to options in the **workforce**. Our next meeting is scheduled for tomorrow. The team is working diligently on this event.
- Met with **Jeb Bruneau**, Business Development Manager for **Advantous Consulting LLC**. With the changes made to incentives on the state level, I would like for our businesses to receive good information that will help them grow their business, continue creating jobs and grow the Parish tax base. We will be scheduling one-on-one meetings with businesses throughout the parish along with Advantous. We are looking for **businesses** that will qualify for the incentives on the state level. This is a great opportunity for the businesses within our Parish.
- We were excited to attend the **Louisiana Board of Commerce and Industry** monthly meeting in Baton Rouge, and see **Pin Oak Terminals** receive confirmation on their **Quality Jobs** incentives application. Way to Geaux Pin Oak!
- Coordinated the **Delta Leadership Network** Louisiana State Lunch in Baton Rouge, along with my co-advisory committee member. **Dr. Shawn Wilson**, Secretary of Louisiana DOTD was an amazing guest speaker!! Thank you for your excellent insight about transportation and why involving people at the local level matters.
- Met with both Monique Duronselet, owner of **ZoraChristina Restaurant** and TJ Qutob, owner of **Petra Restaurant**. We are identifying restaurants that need either assistance with taking their

businesses to the next level, or just simply need to see me (the Director) to discuss **ideas** they may have for their **business**. I enjoyed meeting with both business owners and look forward to further assisting them.

- **Ochsner Medical Complex** held their Grand Opening VIP Event & Ribbon Cutting on Monday, September 8, 2017 at 5:30 p.m. Ochsner Health System formally opened its free-standing emergency medical facility Tuesday (Aug. 8) in LaPlace, nearly three years after buying the former River Parishes Hospital in St. John the Baptist Parish. The **\$12 million new facility** houses a 24-hour emergency department that includes 13 beds, hospital officials said. The facility, **Ochsner Medical Complex-River Parishes**, replaces services once offered at the River Parishes Hospital campus, according to a hospital news release. Ochsner bought that 106-bed facility in 2014 and announced that it would construct an outpatient center in a new location.
- In addition to the emergency room services, the **new 20,000-square-foot** medical complex on Airline Highway near Tiffany Drive also includes a laboratory, radiology services and a center for stroke intervention. The new medical facility is "part of a **\$30 million investment** and three-year commitment by **Ochsner** to St. John the Baptist Parish," according to a hospital news release.
- Ochsner officials have said the former River Parishes Hospital would be converted into an 82-bed inpatient behavioral health center. That **facility** is projected to open in 2018.
- Attended **Rainbow Luxury Imports** Grand Opening and Ribbon Cutting event held, Tuesday, August 22, 2017 at 9:30 AM-10:30 AM. This location will sell or have access to all of the "**higher end**" make and model vehicles. Stop by and check them out!
- Met with Eliza Eugene of **EME Consulting Group** and discussed Small Business Outreaches within the Parish. Ms. Eugene was able to inform me of some of the **businesses** she felt could desire a small business loan and suggested ways we could make a **positive** impact on the businesses within the parish. We will now begin to have a monthly meeting to ensure our lines of communication stay open to continue building our **Small Business** program in the Parish. Great job Ms. Eugene!
- Louisiana Calling is a program that serves as an opportunity to achieve career and financial success. We all have a calling and we are focused on helping every one of us find our path.
- Our first priority with **Louisiana Calling** is making sure everyone recognizes the many opportunities available in Louisiana, right here, right now. Louisiana Calling's multi-year public messaging campaign, resources and strategic partnerships will help Louisianans to discover and learn about the many **pathways** to career and financial success.
- Our second priority is connecting Louisiana's citizens to those opportunities to develop the high-value skills for short- and long-term success. By partnering with organizations like **Jump Start**, or colleges and universities, technical institutes and private training facilities, Louisiana Calling is doing just that.
- Our **newsletter** is in the review phase and will be submitted for a final design. We will begin distribution upon final approval and print out. We work collaboratively with the St. John the Baptist Parish Library through JoAnn Proctor. We receive 300 newsletters called "**Bookmarks**" from them and now share them along with our newsletter.
- We are continuing to work on scheduling meetings with **Retail** Shop owners, and **Commercial** Real Estate Agents. We would like to hear from them on how to best assist them with growing our commercial sector. Also, we will address debris and trash that may be visible on their properties. We look forward to working with them and assisting in addressing their concerns. We would like to build a consensus with them in efforts to get up-to-date information on **available** properties.
- **LA SAFE**—Louisiana's Strategic Adaptations for Future Environments. LA SAFE is a planning process to develop a common vision with coastal residents intended to guide parish-specific decision-making in coming decades relative to projected flood risks. The Louisiana Office of Community Development's **Disaster Recovery Unit**, in partnership with the Foundation for Louisiana's Coastal Resilience Leverage Fund and the elected leadership of the parish, is coordinating the LA SAFE planning initiative. The planning process is a key step in the implementation of LA SAFE, a \$40 million initiative funded by the U.S. Department of Housing and Urban Development. Once plans are developed, the LA SAFE team will use the balance of funds to invest in proposed programs and projects. LA SAFE is a **community-focused**

resilience and adaptation policy framework complementing the state's Coastal Master Plan. GNO Inc. and our department are collaborating in an effort to hold a meeting with some of the business leaders within the parish. We are in the **planning** phase of this meeting. More information will come within the next few days.

- We hosted the St. John the Baptist Parish La SAFE **Business Roundtable** facilitated by GNO Inc. This gave our small businesses an opportunity to speak on the concepts of small business and resiliency. We are grateful to **GNO Inc.** and our businesses that attended and participated in this endeavor. More meetings like this will follow to assist in building the **relationship** between the Parish and our business community.
- The **Planning and Zoning and Economic Development** Departments have teamed up and applied for this DRA grant. This endeavor will continue to build upon the creation of our new **Cultural District Coalition**: a new community partnership aimed at spurring revitalization of the Parish's historic and culturally significant areas. Serving both a communicative and advisory role, members of the coalition will consist of local stakeholders, community leaders, and staff from several Parish Departments. The Coalition will meet quarterly to develop a strategy to promote four proposed cultural districts located in **LaPlace, Reserve, Garyville and River Road on the West bank.**
- The **Fairfield Inn & Suites LaPlace** is still under construction and we are excited about the impact it will have on our community once the construction is complete. Our department stands ready to support this development.
- Please visit our new website. This site will continue to evolve. Once again please review our website at **www.OpportunityStJohn.com**. Moving forward we will update the site to include available properties in St. John.
- Met with Livability Magazine who is doing the **St. John Livability Economic Development Magazine**. This is an Economic Development data driven magazine that will highlight editorial pieces on positive stories about the parish. Education, Small Business Development, Developments on the Levee, the Port and how it is a major contributor to not only St. John but the country, as well. We have designed the front of the magazine and also the language that highlights the Parish.
- Basic Economic Development Training Course Certificate presented to attendees.

VII. Old Business

- Revision of the EDC By-Laws, Mission & Vision Statements
 - Presented revisions of the EDC By-Laws, Mission & Vision Statements
 - Tomy Acosta motioned to approve the mission and vision statement along with the by-laws that have been amended and the Committee will send the said documents to the Parish Council for final approval and seconded by Robert Taylor.
 - The item will be placed on the Parish Council Agenda for September 26th.

VIII. New Business

- Presentation: Grow Louisiana Coalition, Marc Ehrhardt, Executive Director
 - Importance of Louisiana Oil and Gas
 - www.growlouisianacoalition.com

IX. Community Partners Update

- **EME Consulting Group** - Eliza Eugene
 - Month of August
 1. 22 visits
 2. 14 contact visits
 3. Met with Mr. Jones - reviewing information that came from one of the micros for non-medical services
 - a. In St. John Parish, the state has listed 12 active businesses that perform non-medical services.
 - i. They actually only have 10 with storefronts that have occupational licenses

- b. Was referred by someone from the EDC committee to assist because micro business have met with our state senator and is very serious about opening a non-medical service facility
 - c. Making great strides with that
 - 4. Visiting businesses to make sure they are open and have occupational license.
 - 5. Introduction of Jonas Nash, new EME Consulting Group team member.
- **Entergy Louisiana** – Ana Gale-Orellana
 - Informed that Entergy has appointed a person internally to the position which Kerry Jones previously occupied as customer service representative of the River Parishes. Kerry Jones has moved on to a new position in Entergy.
 - Entergy New Site Selection Center. A tool that Entergy has provided for the Parish and all of their partners. There is a new facelift. Mr. Jones participated in the Live Preview last week. There are a lot of good tools and a lot of excitement around the new Site Selection Center because it is a great resource for the parishes and their partners.
 - Looking forward to continued partnership with the Parish.
 - Entergy Site Selection Center goes Live Sept 18th.
 - Road Show in New Orleans - Oct 10th at GNO Inc. Office – All GNO Inc. partners are invited to attend. Any realtors or brokers that have any type of light industrial type of facilities are invited to attend the Road Show.
- **Louisiana Small Business Development Center (LSBDC)** – Wayne Aucoin
 - FastTrac Fall 2017 will begin September 14, 2017
 - 1. Expected to have 20 people in the class
 - Set Up (5) Lunch & Learns
 - a. September 26 – Branding Your Business
 - b. October 10 – Growing Your Business Online
 - c. October 24 – Digital Tools
 - d. November 14 – 5 Steps to Starting Your Food Business
 - e. December 5 – (TBD)
 - Scheduling a QuickBooks (TBD)
 - 1. 2-Day Event
 - 2. 4-hrs each class
 - Scheduling Advanced Social Media Class (TBD)
 - 1. 2-Day Event
 - 2. 2-3hrs each class
- **Port of South Louisiana** - Absent
- **River Parishes Tourist Commission** – Jo Banner & Megan Ryburn
 - Jo Banner
 - 1. Attended the Travel Media Showcase and met with 20 writers from all over the country
 - a. The writers are very excited to come to visit our area
 - b. This year was different; a lot more interest in soft adventure, outdoor activities, and festivals we have in the parishes. Especially, the bonfire and absolutely love hearing about the Andouille Festival and thought it was unique and creative.
 - 2. Sending out Newsletter to include the festival schedules in the River Parishes.
 - 3. Louisiana Office of Tourism is doing a program where you can become a certified retirement community. Although the River Parishes Tourist Commission cannot facilitate the program we are willing to assist. Will pass information along and send a link to Jerry Jones. The state is promoting areas and destinations that others can retire to. Our area of St. John Parish will definitely be a good fit for this opportunity.
 - Megan Ryburn

1. Attended 2 travel shows in August
 - a. LTPA Summit in conjunction with LA Office of Tourism
 - i. LTPA - 2-3 days of education and networking opportunity with everyone throughout the state and the tourism travel industry
 - ii. Good participation – 5 attractions from the River Region and staff
 2. SYTA – Student Youth Travel Association Conference
 - a. Student groups coming into the River Region to tour with motor coach groups from (domestic to international markets)
 - i. Met with 22 prescheduled appointments during the show.
 - ii. 5-7 minutes a piece
 - iii. Met with the tour operator to try to bump business and build packages to bring in students
 - iv. Met with about 35 operators during the show to bring some business.
 - v. Hotels - interested in bringing student groups to actually stay in the hotels while they are touring the area. Interested in LaPlace and Airport hotels.
- **River Region Chamber of Commerce (RRCC) – Absent (presented by Penny Freeman)**
 - Rescheduling of Congressman Graves Breakfast to September 20, 2017 8:30a.m. at Ormond Plantation in Destrehan.
 - Leadership River Region Classes going to be announced this week. 20 participants in the first class.
 - Annual RRCC DC Fly-In is scheduled for September 27-28, 2017. Flood Protection is at top of the issue list. Chassity encourages everyone to share other issues with her as soon as possible to be considered. Public policy is finalizing list tomorrow.
 - Golf Tournament will take place October 20th at Cypress Lakes. Teams are all filled but sponsorships are still available. See website or call Stacey for more information.
 - **South Central Louisiana Technical College (SCL) – Penelope Freeman**
 - Industry Career Day partnership with St. John the Baptist Parish Library on October 19th
 - 300 high school juniors and seniors on campus
 - Dean Scholarship Luncheon – October 4th
 - Work Ready You (G.E.D.) Graduation – Friday, September 15th at 10:00am. All are welcome to join us.
 - Classes started August 21st.
 - Just under 900 students enrolled
 - Last week, we started “Second Start” which gave students an extra few weeks to get there paperwork together to come to school. Enrolled another 20 students.
 - Turning old Media Center into a shop classroom in conjunction with a program at River Parishes Community College (RPCC) which we are now in transition.
 - Shop classroom is being built under the wonderful eyes of Mr. Oubre.
 - Entergy training for some operators at their new plant starting later this month.
 - Friday, September 8th, received recertification for our AC program.
 - Approved for another 6years
 - Next week, SACS visit transitioning accreditation from our current source to our new College.
 - Last, NAPTA, our accreditation program for PTEC, is coming in for our recertification
 - Seeking part-time instructors
 - Instrumentation especially day time hours
 - Registered nurse adjunct
 - Changing out the roofs on seven building that have leaks with the funds from being under budget in the new building.
 - Painting the entire campus to match the colors of the new building.

- **South Central Planning and Development Commission (SCPDC)** – Absent
- **St. John Business Association** - Absent (presented by Jerry Jones)
 - September 12, 2017 meeting scheduled at 6:00p.m. Petra Restaurant in LaPlace.
- **St. John Community Center & Sound Stage** – Megan Ryburn
 - Mixtures of private events, booking of interests from several productions, fundraisers and festivals. Four events held and a couple more booked on the calendar for next year.
 - Willing to assist in Policies and procedure revisions
 - Upcoming Events - Andouille Festival
 - Location Request/Scouting
 - Joy Banner recently had her screenplay greenlit for Hallmark
 - They are looking to shoot in Oklahoma
 - Working on getting them to shoot the movie here in St. John Parish because with LA tax incentive; St. John Parish gets another 5% and if screenwriter is from LA that is another 5% that is added, so we can possibly get them a tax credit up to 45%.
 - Hallmark in St. John shooting from a St. John resident
 - Partnership with Economic Development
- **St. John the Baptist Parish School Board** - Absent
- **Workforce Investment Board** - Absent

X. Announcements

- **Introductions**
 - **Elite Affairs Event Rentals** – Pamela Allen, Owner (FastTrac Graduate)
Airline Highway, LaPlace (Same strip mall as Mabile's Restaurant)
Event Rentals, chair covers, tables, linens, throne chairs and new arrivals
 - **Rena Jackson**, Office Coordinator, River Parishes Tourist Commission

XI. Adjournment

A motion to adjourn was made by Elizabeth Joseph and seconded by Kali Jenkins. Meeting was adjourned at 12:59p.m. Next meeting scheduled for Monday, October 9, 2017.