

**St. John the Baptist Parish  
Economic Development Committee  
Minutes of Regular Meeting  
Monday, February 11, 2019**

**ATTENDANCE:**

**Present:**

Michelle Jenkins  
Kim Fontenot  
Elizabeth R. Joseph  
Evin Stein  
Tyler Lewis  
Peggy Joseph

**Staff:**

Laverne Toombs  
Denise Burrell  
Terri Abadie

**Guest:**

A.G. Crowe  
Pat Comiskey  
Ali Vicknair  
Pamela Allen  
Rena Jackson

Stacey Scott  
Wayne Aucoin  
Jay Robichaux  
Yasmine Magee  
Lawrence Lawes

**Absent:**

Kali J. Price  
Robert Taylor  
James Oubre, Jr.

**Call to Order**

Chairwoman Michelle Jenkins called meeting to order at 12:12 p.m.

**Roll Call**

Six (6) Committee members were present. Three (3) Absent - Quorum was met.

**Opening Prayer / Pledge of Allegiance**

Michelle Jenkins led prayer. Tyler Lewis led Pledge of Allegiance.

**Public Comments (3) Minutes – No Public Comments**

**Adoption of Minutes from January 7, 2019 Meeting**

Motion from Elizabeth Joseph and seconded by Kim Fontenot to adopt the January 7, 2019 meeting minutes. The motion passed with 6 yeas and 3 absent (Kali Price, Robert Taylor, James S. Oubre Jr.)

**Director's Report – Laverne Toombs (see report)**

**Old Business – No Old Business**

**New Business**

- **Business Talk – No Business Talk**
- Shop Local USA Presentation
  - A.G. Crowe & Pat Comiskey – see Character Map presentation of parish & local businesses

**Community Partners' Update**

- **Entergy Louisiana – Absent**
  - LaVerne reminded everyone that Entergy will be installing new meters soon and a Town Hall meeting will be scheduled soon so look for the announcement.
- **Louisiana Small Business Development Center – Wayne Aucoin**
  - Lunch and Learn
    - February 20<sup>th</sup> - 11:30am - 1:00pm
      - Building Business Credit - Presenter – Capital One Bank
    - April
      - Cyber Security – Presenter – Theresa Jones
  - Workshops
    - March 12<sup>th</sup> - 9:00am - 2:00pm

- Social Media and Digital Marking - Presenter – Erik Waters
  - April 9<sup>th</sup> - 9:00am - 2:00pm
    - Delivering Engaging and Outstanding Customer Service
  - May 7<sup>th</sup> - 9:00am - 2:00pm
  - May 14<sup>th</sup> - 9:00am - 2:00pm
    - Building Your Business Culture (2-part series)
  - June 5<sup>th</sup> - 9:00am – Noon
    - QuickBooks for Managers
- FastTrac 10 Week Program
  - Starting March 14<sup>th</sup> - 5:30pm – 8:30pm
- **Port of South Louisiana – Absent**
- **River Parishes Community College (RPCC) – Report read by Evin Stein**
- **River Parish Tourist Commission (RPTC) & St. John Community Center & Soundstage – Report read by Elizabeth Joseph**
- **River Parishes Workforce Development – Lawrence Lawes**
  - How to make the work system work better for you
  - Business Service Rep planned workshops for businesses:
    - Maximizing use of HiRE as a recruiting tool;
    - Candidate interviewing techniques and issues;
    - Retention methods and issues;
    - WOTC Workforce Opportunity Tax Credits.
- **River Region Chamber of Commerce – Stacey Scott report included**
- **South Central Planning & Development Commission – Absent**
- **St. John Business Association – Absent**
- **St. John the Baptist Parish School Board – Absent**

#### **Announcements**

- **Peggy Joseph** congratulates Evin and Alley on the new ownership of PJ's Coffee

#### **Adjournment**

A motion to adjourn was made by Evin Stein and seconded by Tyler Lewis. Meeting was adjourned at 1:26 pm.



## **“Established to Support our Local Businesses”**

*Here are some comments from local businesses that have joined the Digital Tour!*

**“Just in the first few months of launching the Shop Local site, over a quarter million hits were tracked and that number is growing daily. I expect this will bring me more new customers!”**

**Larry Gillio, Ace Hardware**

**“I am excited about being included in the Digital Tour of Slidell. Not only do I have a customized web page for my business with up to 10 convenient ways for people to contact me from their cell phone or their computer, but it really helps me to better compete with the on-line competitors.”**

**Ronnie Dunaway, The WhoDat Shoppe**

**“As a professional law office, I felt this new website and the “Digital Tour” of our city was unique, inexpensive and a great way to reach the millennia’s.**

**. I am pleased to participate in this community project in support of our local businesses.”**

**Scott Jones, Attorney**

**“The insurance industry is highly competitive and more people are trending to shop on-line. We have our own web site but this all-new marketing strategy will definitely help attract new clients.”**

**Manie Garcia, State Farm**

**“Since the [www.shoplocalusa.online](http://www.shoplocalusa.online) site is so packed with information about our city, people are drawn to it. And once they see the digital interactive map, they start their journey through the Digital Tour! What a great idea!”**

**Helene Nunez, Helene Team Realty**

**“With so many great restaurants here in town, we were looking for a way to reach new customers. We are a local family-owned business and the Shop Local website allowed us to share with the public a more personal and detailed impression of who we are and our creole menu. I love it and highly recommend joining the Shop Local campaign!”**

**Toni and Warren LeBlanc, T. LeBlanc’s Creole Kitchen**

**“When it comes to air conditioning and heating services, people have a lot of choices so we needed to do something to stand out more. When we discovered the Shop Local website, it was the perfect answer! They created a customized web page just for us (with our building) and with all the social media links included. Go to [www.shoplocalusa.online](http://www.shoplocalusa.online) then zoom in and click on our building!”**

**Daryl and Karen Larson, Larson’s A/C & Heating**

**“Although dental care is usually not a shop local issue, we strongly support and have participated in this effort to educate the general public about how important it is to support our fellow local businesses.”**

**Dr. Louis Ybos, DDS**

**“Our automobile dealership is located near the state line where sometimes our local people go to the other state to buy a car or truck. While we can match just about anyone’s prices, the sales taxes paid on a purchase here in town stays right here in town supporting our schools, roads, police department, fire department and many other important services we all need and enjoy. Shopping local makes so much more sense. Let’s keep our tax dollars local.”**

**Michael Dickenson, Supreme Ford**

**“We are pleased to say that we have a loyal client base but in order to get new clients, we needed to increase our presence in the community and on a limited budget. We also wanted to expand our market for our hair care products. We did both by participating on the [www.shoplocalusa.online](http://www.shoplocalusa.online) web site. Check out our location on the Digital Tour! You will find up to ten ways to reach us, all on one page!”**

**Bernard Ory, On Stage Hair Salon**

# Shop Local USA

**“Established to Support our Local Businesses”**

***The new “Digital Tour” of St. John Parish just might be the best new idea to bring you new customers!***

*Our “mission” is to stress the importance of shopping our local businesses as opposed to shopping on-line or out of town.*

***Thanks to the Port of South Louisiana, Tri-Parish Yellow Pages and (Former) Senator A.G. Crowe\*!***

*\* As a local business owner, I feel your pain. I know your situation and I’ve experienced the same day-to-day challenges of running a business. I am excited to share a cutting-edge marketing tool I’ve developed to help my fellow business owners profit and succeed in a whole new digital world. AGC*

***WWW.SHOPLOCALUSA.ONLINE  
IS LIVE NOW!!!***

***OVER 1,000,000 HITS SO FAR!***

***Please visit our site and check out our  
“Digital Tours”***

***Featuring our many local businesses and see why they are getting more customers and more hits on their Websites and Social Media!***

***As a local business you are invited to join the “Digital Tour!”***  
*(We are limited to the first 400 local businesses that sign up based on space availability.)*

**The value of this unique project is well over \$800.00 but we kept the cost to a minimum so that any local business can afford to participate!**

***Option 1 is just \$295.00 per business for a customized “microsite” like the sample on the reverse side.***

***Option 2 is just \$150.00 to link your business to your website or your Facebook page.***

***Reserve your spot today and get an extra 3 FREE 2’X3’ St. John Full Color Renderings (Value: \$105!)***

**I want to join the “Tour.” How do I sign up?**

***Call Pat at 504.915.8876 or A.G. at 985.788.9772 to reserve your place on the tour. Space is limited to the first 400 businesses so call today!***

[www.shoplocalusa.online](http://www.shoplocalusa.online)

985.788.9772

[ag@agcrowe.com](mailto:ag@agcrowe.com)



## **Louisiana Small Business Development Center**

**St. John's Economic Development Committee – February 11, 2019**

### **Lunch and Learn**

**February 20<sup>th</sup>                    11:30 - 1:00**

**Building Business Credit**

**Presented by Capital One Bank**

**April**

**Cyber Security**

**Presenter - Theresa Jones**

### **Workshops**

**February 6<sup>th</sup>                    9:00am - 2:00pm**

**Creating Professional Standards in the Workplace**

**Presenter – Ron Markham**

**March 12<sup>th</sup>                    9:00am - 2:00pm**

**Social Media and Digital Marketing**

**Presenter – Erik Waters**

**April 9<sup>th</sup>                    9:00am - 2:00pm**

**Delivering Engaging and Outstanding Customer Service**

**(Two Part Series) Presenter –**

**May 7<sup>th</sup>                    9:00am - 2:00pm**

**May 14<sup>th</sup>                    9:00am - 2:00pm**

**Building Your Business Culture (2-part series)**

**Presenter –**

**June 5<sup>th</sup>                    9:00am - Noon**

**QuickBooks for Managers**

**Presenter –**

### **FastTrac 10 Week Program**

**Starting March 14<sup>th</sup>    5:30pm – 8:30pm**

St. John The Baptist Parish

EDC Report

February 11, 2019

1. New Signs have been installed which puts the final additions on the new building and its additional parking lot.
2. Plans are being drawn to renovate the older buildings, roof repairs and painting as well as painting the buildings and replacing lighting.
3. Student count is steady for Spring 2019, but still remains lower for St. John residents.
4. Career Links is being planned for May 2<sup>nd</sup> 6 PM – 8 PM All high school students and parents in the parish are being invited 9<sup>th</sup> through 12<sup>th</sup> grades.

As you may have heard, I am working out of the Westside Campus for the time being. The Director was unable to continue due to health concerns. After completing a long search, we were unable to find someone to step in. I agreed to take on this additional duty until a new Director can be hired. I am keeping all of my local commitments, which included the EDC monthly meetings. My daily duties at the campus are being divided between several people from the Gonzales Campus. Please do not hesitate to call me if you need anything during this time.

I will be attending the regular meetings beginning in March. I had a conflict today I was unable to change.

Sincerely

Penelope Shumaker

# RIVER PARISHES

## TOURIST COMMISSION

- I. Operations
  - i. Office Move – March
  - ii. Staff – Deputy Director of Operations
  - iii. River Region Cruise Terminal – negotiations continue
- II. Sales
  - i. American Bus Association – Willma met with 40 tour operators
  - ii. Leads – sent to stakeholders for each show
  - iii. Travel South – show in late February, Willma to meet with 35 operators
  - iv. ITB – international sales show, Willma to meet with 30 operators
- III. St John Center
  - i. Six events booked so far this year (Krewe of Mac and DuMonde are next)
  - ii. Website – working with Parish on new website
- IV. River Parishes Film Commission
  - i. Two films so far this year at Center
  - ii. Negotiating with a long term rental at the moment
- V. Community Development
  - i. Local FAM Tour – February 23<sup>rd</sup> (African American History theme)
  - ii. Washington Mardi Gras – Breakfast, Interior Meeting, SYTA
  - iii. Delta Leadership Institute – 2019 class coming to River Parishes in March
  - iv. Ambassador Program – to be launched Summer 2019
- VI. Promotion
  - i. River Reel Videos – Andouille, Historic Riverlands, Swamp Monster released
  - ii. Digital – ads made for each video for target audiences
  - iii. Ads – US Civil Rights Trail Guide, Travel Channel /Food Network
- VII. Communications
  - i. International Media Showcase – Buddy met with 35 reporters
  - ii. Travel South – Buddy to meet with 30 reporters
  - iii. Reporters – Nedra McDaniel (April), Jon Bailey (March)
- VIII. Next Meeting – February 21<sup>st</sup>



**RIVER REEL**  
— SERIES —



# Spring CLEAN SWEEP

**Saturday, March 9 2019**

8:30 a.m. Pick up supplies at Thomas F. Daley Memorial Park, Hwy. 51, LaPlace

9:00 - 11:30 a.m. Clean areas throughout St. John Parish

11:30 a.m. Return to Hwy. 51 Park for Music, Food & Refreshments!

VISIT US ONLINE AT [SJBPARRISH.COM](http://SJBPARRISH.COM)

Register with Terri Abadie at 985-652-9569 or [t.abadie@stjohn-la.gov](mailto:t.abadie@stjohn-la.gov)

Citizen can gain community  
service hours by attending the event.

For more information contact  
Keep St. John Beautiful  
1801 W. Airline Hwy.  
LaPlace, LA 70068

985.652.9569



**PROTECT YOUR PROPERTY  
FROM FLOODING!**

Voluntarily cleaning ditches  
and drains near your  
property reduces flooding.

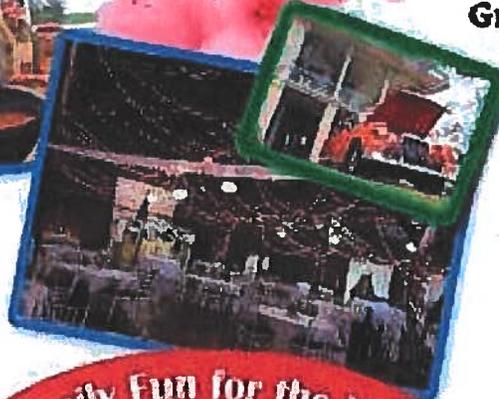
**ORDINANCE SEC. 32-1.  
PROHIBITS LITTERING**

# 16 TH ANNUAL SAN FRANCISCO PLANTATION

# FRISCO FEST

CRAFTERS & ARTISTS SPRING GARDEN SHOW

**MARCH 16-17 2019**



## Family Fun for the Kids!

- Pony Rides
- Petting Zoo
- Space Walks
- Euro Bungee

**Shop at over 100 Crafter & Artist Booths!**

**Great Cajun & Creole Cuisine**

## SATURDAY

- Open Car Show
- "Prayers & Plantations" 25 & 40 Mile Bike Tour
- Live Music

## SUNDAY

- Fun Run 5k & 1 Mile
- Geno Delafosse and the French Rockin' Boogie

Hours 9-5 Daily



## FRISCO FEST

Saturday and Sunday

March 16 & 17, 2019

9:00 am til 5:00 pm daily

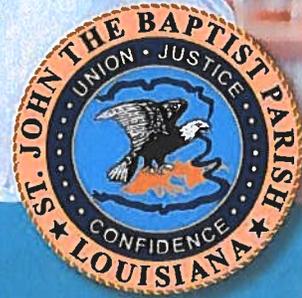
at beautiful San Francisco Plantation

- The festival will feature over 100 crafters, artist, and chefs.
- The admission will be \$5.00 for festival (12 & under free)
- Tour Tickets for home \$30.00 (6 & under free)
- Open Car Show
- 25 & 40 Mile Bike Tours
- 5k & 1 Mile Fun Run

Food Vendors - Chicken and Andouille Gumbo, Smoked Sausage Po boys, Jambalaya, Pulled Pork Sandwiches, Croutons & more!

For the Kids... The festival will also feature a Petting Zoo, Pony Rides, Bungee Transpore & more!

Thanks to everyone who helped make Frisco Fest 2018 a great success. We had two days of big crowds, wonderful crafters and artists! Special thanks to the sponsors listed below. See you in 2019!!



# FASTTRAC YOUR NEW BUSINESS

An initiative of St. John the Baptist Parish Economic Development Department

## FASTTRAC® NEWVENTURE™

*Practical Business Training, One-On-One Support,  
Access to Capital and Funding Assistance*

### 10 Session Schedule

Thursdays 5:30 PM - 8:30 PM

- March 14
- March 21
- March 28
- April 4
- April 11
- April 25
- May 2
- May 9
- May 16
- May 23

St. John the Baptist Parish  
Business Training Center  
River Parishes Community College  
181 REGALA Park Drive  
Reserve, LA 70084

**Cost: \$100**

Includes 10-session program  
(valued at \$1,125)

**SEATING IS LIMITED - REGISTER NOW!**

#### FOR MORE INFORMATION

#### BUSINESS TRAINING CENTER

[www.sjbparish.com/btc](http://www.sjbparish.com/btc)

[stjohnbtc@lsbdc.org](mailto:stjohnbtc@lsbdc.org)

**(985) 479-1247**

#### FASTTRAC PROGRAM

Wayne Aucoin

FASTTRAC PROGRAM MANAGER

**(504) 982-6190**

[waucoin@lsbdc.org](mailto:waucoin@lsbdc.org)

The St. John the Baptist Parish Business Training Center is a partnership of St. John the Baptist Parish Economic Development, Louisiana Economic Development, Louisiana Small Business Development Center, and River Parishes Community College.



Update to  
St. John Parish Economic Development  
February 11, 2019

#### ORGANIZATIONAL:

- 2019 is a momentous year: RRCC will celebrate it's 15<sup>th</sup> year of serving as the local Chamber for the River Parishes. Stay tuned for upcoming celebration event to be planned.
- 2019 Annual Banquet to be held Feb. 22 at the Community Center in St. Charles parish, 11:30 am – 1pm.
- Member Engagement Coordinator continues visits in each of the 3 parishes to members and potential members. Please contact Stacey Scott on any prospects that may be interested in joining the Chamber.
- Updated Chamber Member Directory and Community Profile is available. Visit the Chamber office to get copies to place in your business.
- 23 attendees participated in the "Creating a Professional Work Environment" seminar 2/6/19. Great turnout. Thanks to Jae Flem Catering for sponsoring lunch for the group that day.

#### WORKFORCE DEVELOPMENT

- Next Workforce Dev. Mtg scheduled for Feb. 19, 9 am at RPCC in Reserve.

#### ADVOCACY

- RRCC signed onto the La. Ready joint statement of support, as well as, the US Chamber's letter to end the government shutdown.
- A Rep from each of the 3 parish's administration are encouraged to attend monthly Public Policy mtgs to help keep us up to speed on how current legislation is affecting businesses. Individual meetings are being planned with the new Chamber chairman to discuss further.

Keep abreast of additional updates on our website at [www.riverregionchamber.org](http://www.riverregionchamber.org).