

**St. John the Baptist Parish  
Economic Development Committee**  
Minutes of Regular Meeting  
Monday, May 7, 2018

**ATTENDANCE:**

<b>Present:</b>	<b>Absent:</b>	<b>Staff:</b>	<b>Guest:</b>	
Michelle Jenkins	Peggy Joseph	Jerry Jones	Lawrence Lawes	Cullen Curole
Elizabeth R. Joseph	Kali Jenkins	Denise Burrell	Lucien Gauff III	Jo Banner
James S. Oubre, Jr.	Evin Stein	Terri Abadie	Harold Flynn, Jr.	Joy Banner
Robert Taylor		Alex Carter	Chassity McComack	Rhonda Clark
Tyler Lewis		Rene Pastorek	Larry Sorapuru	Dayna James
			Yolanda Williams	Buddy Boe
			Linda Prudhomme	Pamela Allen
			Kaneedra Fultz	Audrey Alexis
			Ana Gale-Orellana	Andrea Lowe
			LaTonya Creecy	Wayne Aucoin
			Wayne Vicknair	Mala Taylor
			TaQuanna Mason	Lester Mitchell
			Ali Vicknair	

**Call to Order**

Chairwoman Michelle Jenkins called meeting to order at 12:08 p.m.

**Roll Call**

Seven (5) Committee members were present. Three (3) Absent - Quorum was met.

**Opening Prayer / Pledge of Allegiance**

Tyler Lewis led prayer. James Oubre Jr. led Pledge of Allegiance.

**Public Comments (3) Minutes**

- Joy Banner, Communications/Marketing Director, Whitney Plantation
  - May 12th – St. John Parish Tourist Appreciation Day – Free Event
  - 11:00am – 3:00pm
- Brand Launch of St. John Parish Tourist Association at the start
- Whitney Plantation sponsoring a Scholarship Contest \$500 – Senior students in the River Parishes “What does the history of South Louisiana Mean to You?”
- Dayna James – United Front Transportation
  - Jazz Fest Event went well. People are calling now to book for next year.
  - Shuttled from Belle Terre Country Club, LaPlace to the Jazz Festival, New Orleans

**Adoption of Minutes from April 2, 2018 Meeting**

Motion from Robert Taylor and seconded by James Oubre Jr. to have the April 2, 2018 minutes approved for June 4, 2018 meeting.

**Director’s Report - Jerry Jones**

- St. John the Baptist Parish Unemployment Rate was 5.3% in March; dropped to 4.8% in April (lowest it has been since 2007-2008); May is 5.0%.
- Requested that all share Economic Development Week Flyers
  - May 7-12, 2018
- Notification of Economic Staff employee leave of absence and an additional person to join the team is in progress with Administration.

## Old Business – No Old Business

### New Business

- **Business Talk**
  - Audrey Alexis introduced her business “Audrey Creations” (handcrafted customized umbrellas...etc.)
  - Pamela Allen – Elite Affairs Event Rental. Partnered with the SJBP School system to offer mentorship to share the aspects of her business.
  - Dr. Kaneedra Fultz - River Region Training and Development – small business development, taxes; TWIC – Osha certification on site; over 500 classes offered online. 948 Cambridge Drive Suite 146, LaPlace.
- **Planning and Zoning Text Study – Parking Regulations**
  - Motion to recommend Committee approval of the Planning and Zoning Text Study Parking Regulations by Elizabeth Joseph and seconded by Tyler Lewis. (5) Yays (0) Nays (3) Absent
- **Resolution**
  - R18-02 A Resolution to recognize the International Economic Development Council as the council celebrate its 92<sup>nd</sup> year anniversary of serving as an organization dedicated to supporting Economic Developer. The Economic Development Committee do hereby recognize the week of May 7-12, 2018 as Economic Development Week in St. John the Baptist Parish.
  - Motion to recognize the week of May 7-12, 2018 as Economic Development Week in St. John the Baptist Parish by Tyler Lewis and seconded by Elizabeth Joseph. (5) Yays (0) Nays (3) Absent
- **Economic Development Week**
  - Announcement of the Week of Events

### Community Partners' Update

- **Entergy Louisiana** – Ana Gale-Orellana
  - Entergy is happy to partner with St. John at the Career & Job Fair
  - Notification of their ability to run an overview of the demographics of the Parish.
- **Louisiana Small Business Development Center** – Wayne Aucoin
  - Lunch and Learn
    - May 15<sup>th</sup>- The Entertainment Industry and your business (Jo Banner) – St. John Community Center – 11:30am – 1:00pm
  - Round Table Forum
    - May 9<sup>th</sup> and 16<sup>th</sup> – “Build your Brand through Social Media”
    - Facilitator Erik Waters – plus a consultant panel
    - Location: River Region Chamber of Commerce Office
  - FastTrac Spring Graduation
    - Thursday, May 31, 2018 at 6:00pm
  - QuickBooks Workshop – May 23, 2018
  - Parish Council did approve the LSBDC Contract for another year of service.
- **Port of South Louisiana** - Linda Prudhomme
  - Globalplex Intermodal Terminal celebrated 25<sup>th</sup> reunion in April
  - POSL has invested over \$104 million in construction, upgrades, and improvements, which were made possible in part by grants received from Louisiana's Capital Outlay and Port Construction and Development Priority Programs as well as other federal and state grants.
  - Since taking over the Executive Regional Airport from the Parish to encourage more people coming into the River Region and to try to make it attractive to pay for itself.
    - Upgraded 5,000 sq. ft. of runway
    - Upgraded fuel tanks

- Remodeled terminal building to include pilot's lounge, conference room and other amenities
  - 6,500 sq. ft. of transit hanger
  - Upgrades helped to be on the right path
  - Various events to include
    - Pilot in Pause, Pilot for Patients, Guys Achieving Goals which last year hosted its 1<sup>st</sup> Annual Parish Aviation Awareness Day, and Fly on the Ford.
  - Upcoming: Two new hangers to accommodate more private hanger space
  - Formosa Project in St. James Parish – 9 billion dollars – 1200 jobs – 10 year process to build the plant with 8,000+ construction job opportunities
  - Current: Legislature - Capital Outlay
- **River Parishes Community College (RPCC) Reserve Campus** – Absent (James Oubre Jr. shared)
  - Penelope is still meeting with RPCC – getting close to the end of the merger.
- **River Parish Tourist Commission (RPTC)** – Buddy Boe
  - Operations
    - 2016/2017 Audit Corrective Action Plan adopted by the Tourist Commission Board at their last meeting two weeks ago.
    - 2018/2019 Budget will start July 1, 2018; plan to host a budget workshop with the Board and stakeholders in the next couple of weeks to get the budget finalized and presented to the three parishes for commentary. The commentary is taken under advisement for the final budget to be submitted to the Board for their approval at the June meeting.
  - Community Engagement
    - Taste of Tourism (National Economic Development & Tourism Week)
    - Wednesday, May 9<sup>th</sup> – 5:30pm – 7:30pm
    - Belle Terre Country Club in LaPlace
  - Advertising & PR
    - Re-Brand Launch in June
  - Communications
    - Website Upgrade 30%
    - Social Media & Training with HUB
      - Free and open to the public
      - May 3, May 17, May 24, June 7
  - Staff/Business Development Position in progress
  - Legislative
    - Regular Session – March 12 – June 4
    - Tourism Commission was included in a Resolution by Representative Brass who represents St. James and Ascension Parish – Ancestral Slavery Burial Grounds Commission.
  - Upcoming Schedule
    - IPW – International Tourism Show
- **River Region Chamber of Commerce - Chassity McComack**
  - Crawfish boil was held on April 19! Thanks to everyone for supporting. There were approximately 450 plus in attendance across the river region.
  - Workforce Development
    - RRCC in process of visiting business / potential business partners to help with marketing the La. Calling campaign and opportunities at the LCTCS Technical college. Anyone interested in learning more, please let me know. High school Student surveys are close to completion. Over 2500 responses have been rec'd (868 from St John parish high schools) More info will come once the reporting is finalized.
  - Business Development

- Upcoming roundtable session, Building your Brand will take place May 9 and 16. Please encourage businesses to attend. This is a partnership effort with LSBDC and St. John Parish Economic Development.
  - Networking
    - General membership meeting planned for May 31, Ormond Plantation, 8:30 am (breakfast buffet) Guest speaker will be Tommy Faucheux, Dow and invited panel guests to discuss why the younger generation needs a slice of the pie “Today”. Contact the chamber to register or go to website: [www.riverregionchamber.or](http://www.riverregionchamber.or)
    - Next Chamber Perks – June 7, Dunkin Donuts, LaPlace, 8 -9 am
  - Public Policy
    - HB500 – to create a True People’s convention vote will be heard on State House floor Wednesday. RRCC supports the concept of a Constitutional Convention. More info to come as we monitor.
- **South Central Planning and Development Commission** – Cullen Curole
  - No formal report – praises the partnerships with the Parish and tri-parish
  - Loan programs are available; not a lot of takers now.
    - Applicants need to finish the application.
  - Send businesses
- **St. John Business Association** – Absent (Jerry Jones shared)
  - Attorney General Jeff Landry is the guest speaker of the next business association meeting on Wednesday, May 16<sup>th</sup>.
- **St. John Community Center & Soundstage** – Jo Banner
  - **Center Inquiries (4)**
    - Inquiry from Foe Paw Production wanting to use space from mid-April to early July for feature film. Submitted contract.
    - Inquiry for use of center for wedding reception in 2019. Will tour Room A and atrium on 4/27/2018.
    - CBS Series inquired about using the center for tv show. Will tour facility next week.
    - Krewe of Making a Change inquired to use the center in February 2019 for Mardi Gras Ball
  - **Events Held (1)**
    - Highway Men using the center for filming, offices, wardrobe until end of April 2018.
  - **Events Booked (6)**
    - Foe Paw Production from 4/23/2018-7/6/2018
    - 90th Birthday Party on 6/29/2018 (Production will make room available)
    - Wedding Reception on 8/8/2018
    - Wedding Reception and Ceremony on 11/13/2018
    - Wedding Reception on 11/22/2018
    - Wedding Reception on 12/29/2018
  - **Location Request/Scouting (3)**
    - Eli finished filming in St. John the Baptist Parish
    - Preacher is filming on the West Bank of St. John the Baptist Parish
    - Production filming in St. James Parish seeking barns, fields, and water.
  - **Ad Placement (3)**
    - Oz Entertainment Directory
    - L’Observateur Magazine – Ad for St. John Center
    - Tri- Parish Telephone Company
  - **Misc.**
    - Louisiana Economic Development Entertainment Summit
    - River Parishes tourist attractions and businesses were featured in IATSE video. Video played before the Governor’s address.
    - Branding of the SJCC and Filming, updated website, social media
    - Submitting information to Lt. Governor Nungesser for inclusion in film trail.

- **St. John the Baptist Parish School Board** - Absent
- **Louisiana Workforce Development Board** – Lawrence Lawes
  - Provided information of Office of Workforce Development Employer Services
  - Welcome all businesses who are having trouble recruiting employees to contact the office for assistance.
  - Workshops TBD
  - Office is located behind the Donut Hole - 421 W. Airline Hwy, Suite **F**, LaPlace, LA 70068

#### **Announcements**

- Economic Development Week of Events
- Louisiana Development Ready Community Committee Meeting
- Tyler Lewis to Jerry Jones: Update on Waffle House and Dollar General?
  - Waffle House: Should begin seeing construction take place sometime in July.
  - Dollar General on the West Bank is going through the planning phase process. In steady communication with the owners.
- Lawrence Lawes: reiterated the analysis offered by Entergy is awesome.
  - Lawes offered technical help to contribute.

#### **Adjournment**

A motion to adjourn was made by Elizabeth Joseph and seconded by Tyler Lewis. Meeting was adjourned at 1:36 pm.