



JEDCO Board of Commissioners
May 25, 2023 @ 8:30 A.M.
JEDCO Administration Building
700 Churchill Parkway, Avondale, LA 70094

MINUTES

Call to Order: 8:30 a.m.

Attendance: Vice Chairwoman Mayra Pineda, Jimmy Baum, Lloyd Clark, Joe Ewell, Mike Fahrenholt, Josline Frank, Brian Heiden, Jim Martin, Melissa O’Neal, Joe Riccobono, Stephen Robinson, Gene Sausse, Floyd Simeon, Bob Stevens, Teri Tucker

Absences: Mickal Adler, Kenny Bertucci, Tom Gennaro, Jim Hudson, Larry Katz, Teresa Lawrence,

Staff: Jerry Bologna, Lacey Bordelon, Janet Galati, Jennifer Lapeyrouse, Kelsey Scram, Penny Weeks, Kate Wendel

Attorney: None

Guest: Steven Spalding and Bill Morlok – Point A Consulting
Mike Bucher – SVN/Urban Properties
Joey Richard – Richard CPAs

I. Call to Order – Vice Chairwoman Mayra Pineda

- **Approval of Board absences for today, May 25, 2023** – Lloyd Clark motioned, seconded by Jim Martin, to excuse the above-named absences. The motion passed unanimously.
- **Approval of minutes for March 30, 2023** – Jimmy Baum motioned, seconded by Joe Ewell, to approve the minutes. The motion passed unanimously.
- **Presentation by Point A Consulting, Steven Spalding and Bill Morlock, of the Executive Summary of the Churchill Technology & Business Park Strategic Business Plan**
Mr. Spalding and Mr. Morlock provided the following overview of the Executive Summary:
 - The Strategic Business Plan (SBP) is designed to guide development activity and implementation of the Churchill Park Master Plan largely

on JEDCO-owned property within the Park. It addresses the Park's current market and operating context and serves as a tool to help JEDCO manage all aspects of the Churchill Park enterprise. The SBP builds upon previous plans and studies and organizes the relevant goals, findings and recommendations of those studies into a comprehensive, implementable strategy containing concrete actions steps.

- The development process for the Strategic Business Plan was a highly collaborative process involving significant input from JEDCO staff and feedback from interviews with several of JEDCO's economic development strategic partners and other stakeholders, including Louisiana Economic Development's Director of Business Development, Charlie Romaine and Site Development Program Manager, Daniel Michel; Michael Hecht with Greater New Orleans, Inc.; Dr. Arlanda Williams, the Vice Chancellor of the Office of Workforce Development and members of her team at Delgado Community College River City Campus; and adjacent land owners.
- At the outset of the development process, the JEDCO Team developed a new vision for Churchill Park that set the tone for the plan's elements. The new vision for the Park follows:

Churchill Technology & Business Park will be recognized as a regional center of industry innovation and collaboration that drives growth of the Fairfield District. Churchill will serve as a vibrant mixed-use destination that embraces resilient and sustainable design, and complements Fairfield's "world class" natural and recreational amenities.

- All elements of the SBP were developed to align with the new vision. The major elements of the plan address all aspects of Churchill Park's purpose and activity including the Park's Vision and Goals, Placemaking, Market Drivers, Programs, Marketing and Branding, Financing, Governance and Management, and includes the all-important Implementation Roadmap containing concrete actions to steer land development, facilities development, marketing, staffing/personnel, governance and funding.
- The plan's operational detail primarily focuses on action needed in the coming two to three years. Beyond that scope, the SBP will need to be updated to account for such things as improvements that have been made within the Park, new tenants, new sources of funding, etc. as well as new issues or obstacles to development that have arisen. Therefore, the SBP should be considered a living document. Updates to the plan can be made internally by JEDCO staff.

- The SBP identifies 18 immediate and near-term actions that are essential to the success of the Churchill Tech Park enterprise. Those actions range from land development and marketing to organizational capacity-building.
- Implementation should start immediately once the plan is adopted, and for the most part should be accomplished in years 1–3. Examples of those immediate and near-term actions include confirming a permanent governance structure within JEDCO to provide policy, direct decision-making, and oversight authority for the Churchill Technology Park enterprise; releasing an RFQ/RFP for a development partner to build the first multi-tenant building in the Park; creating and filling a new full-time position at JEDCO-Director of Churchill Park – to oversee the plan’s implementation, identify and secure funding to implement Park infrastructure improvements, and update the SBP at regular intervals.
- **Presentation by Michael Hecht, GNO, Inc. – updates related to the Cooperative Endeavor Agreement between JEDCO and GNO, Inc.**
Mr. Hecht provided each Commissioner with a copy of the 2023 first quarter report, which identifies activities carried out under the CEA. Mr. Hecht’s overview of the report included, but was not limited to, the following:
 - prospective business projects for Jefferson Parish
 - business retention and expansion endeavors
 - legislative advocacy activities on mutually defined projects and initiatives that benefit Jefferson Parish and the Greater New Orleans region
 - advocacy for a New Orleans to Baton Rouge passenger rail project with a rail station in Jefferson Parish

II. Public Comments on Agenda Items

There were no public comments.

III. Unfinished and New Business

- Notice was given on this day, May 25, 2023, that amendments to the JEDCO Bylaws may be voted on at the quarterly Board of Commissioners’ meeting on August 31, 2023.
- **A resolution approving the Churchill Technology and Business Park Strategic Business Plan – Lacey Bordelon**
Ms. Bordelon thanked Mr. Spalding and Mr. Morlock for the overview of the Strategic Business Plan and affirmed that a comprehensive plan for Churchill Park is an essential tool for JEDCO to advance the desired development of the Park by guiding critical decisions and actions pertaining to all aspects of Churchill Park. Following discussion, Josline Frank motioned, seconded by Jimmy Baum,

to approve the resolution adopting the Churchill Technology & Business Park's Strategic Business Plan and approving the plan for implementation. The motion passed unanimously.

- **Approval of 2022 JEDCO Financial Audit Report – Lacey Bordelon/Joey Richard**

Mr. Joey Richard, with Richard CPAs, provided hard copies of the JEDCO Financial Statements for the year ending December 31, 2022 to each Commissioner. His presentation included discretely presented component units for Forward Jefferson Corporation and JEDCO Development Corporation. There were no material weaknesses or significant deficiencies reported in accordance with generally accepted auditing standards.

- **A resolution approving a Cooperative Endeavor Agreement between the Parish of Jefferson and Jefferson Parish Economic Development and Port District to commission a supermarket survey to better position Jefferson Parish in attracting grocery stores to the Avondale/ Waggaman area and providing for related matters for an amount not-to-exceed \$8,000, and authorizing its execution by JEDCO's President & CEO – Janet Galati**

Ms. Galati explained that since the closure of two grocery stores on US Hwy 90, Winn Dixie in 2018 and Shopper's Value at the same location in 2020, the Avondale and Waggaman residential and commercial community is now considered a food desert. Ms. Galati went on to explain that several civic associations – Waggaman Civic Association, Avondale Civic Association, and Waggaman Community Foundation – have voiced their need for a grocer to locate in the area. Most recently, Parish Councilman Byron Lee committed to help with JEDCO's and the community's effort to attract a supermarket to either the former Winn Dixie site or another property on US Hwy 90 in Avondale.

Over the last three or four years, JEDCO has spoken to or met with several national chain and local grocers or their consultants to consider expanding to US Hwy 90. Many have inquired about a market assessment study that can present to them the growth of the residential community and the area's demand. In response, on April 26, 2023, the Jefferson Parish Council adopted Resolution No. 141897 approving a Cooperative Endeavor Agreement with JEDCO that funds the market assessment study in an amount not to exceed \$8,000. The market study will be completed by Riverbend Retail Consulting, LLC and delivered to JEDCO by the first week of July.

Floyd Simeon motioned, seconded by Joe Ewell, to approve the resolution authorizing the CEA between Jefferson Parish and JEDCO. The motion passed unanimously.

IV. Monthly Financial Report

- **March 2023 and April 2023 – Lacey Bordelon**

Teri Tucker motioned, seconded by Floyd Simeon, to approve the reports as presented.

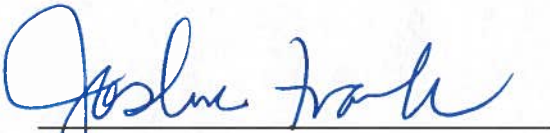
V. President and CEO Report – Jerry Bologna

In January 2023, the JEDCO Executive Committee approved a resolution allowing JEDCO's President and CEO to retain PRIME Business Advisory Solutions (PRIME) for outsourcing JEDCO's accounting functions. Mr. Bologna stated that the working relationship with PRIME has been a good one, and in addition to providing accounting functions, PRIME will also make recommendations for new technology where they see a need and for updates/revisions to JEDCO's accounting policies, procedures, and templates to streamline and clarify the processes. Mr. Bologna and Ms. Bordelon met with PRIME this week to discuss their recommendations.

VI. Other Updates or Comments from the JEDCO Board of Commissioners

There were no other comments.

VII. Adjournment – Joe Ewell motioned, seconded by Floyd Simon to adjourn.



Josline Frank

JEDCO Treasurer

Minutes for May 25, 2023