



JEDCO Executive Committee
September 26, 2024 @ 8:30 A.M.
JEDCO Administration Building
700 Churchill Parkway, Avondale, LA 70094

MINUTES

Call to Order: 8:30 a.m.

Attendance: Chairwoman Mayra Pineda, Mickal Adler, Jimmy Baum, Mike Fahrenholt, Brian Heiden, Jim Martin, Joe Riccobono, Stephen Robinson, Melissa Simeon, Lynda Nugent Smith, Bob Stevens, Shondra Williams

Absences: Billy Douglass, Joe Ewell, Josline Frank, Gene Sausse

Staff: Jerry Bologna, Lacey Bordelon, Lauren Cashio, Annalisa Kelly, Jennifer Lapeyrouse, Kelsey Scram, Penny Weeks, Jennifer Wollfarth

Attorney: Colin Cisco, Jefferson Parish

Guest: Councilman Marion Edwards, Mayor Belinda Constant, Councilwoman Jennifer VanVrancken, John Tobler, Philip Sherman, Sara Bradford, Kaylene Bueso

I. Call to Order – Chairwoman, Mayra Pineda

- **Approval of Board absences for today, September 26, 2024** – Jim Martin motioned, seconded by Mickal Adler, to excuse the above-named absences. The motion passed unanimously.
- **Approval of minutes for August 29, 2024** – Brian Heiden motioned, seconded by Stephen Robinson, to approve the minutes. The motion passed unanimously.

II. Public Comments

Jefferson Parish Councilmembers Jennifer VanVrancken and Marion Edwards, along with Gretna Mayor Belinda Constant addressed the Board regarding the Gretna Kingfish project and the Board posed several questions.

III. Unfinished and New Business

- **A resolution approving a Cooperative Endeavor Agreement with the Parish of Jefferson for supplemental economic development and related services, and providing for related matters** – Lacey Bordelon

The last set of agreements (i.e. JEDCO's CEA with GNO, Inc. and JEDCO's supporting CEA with Jefferson Parish) expired on August 20th. Since then, the JEDCO team has worked with GNO, Inc. to arrive at a list of deliverables for the next set of CEAs. The Jefferson Parish Council has expressed its intent to enter into a CEA with JEDCO once again to support GNO, Inc.'s assistance. The term of the proposed CEA between Jefferson Parish and JEDCO is for one-year term and it will run concurrently with JEDCO's CEA with GNO, Inc. The proposed Parish CEA obligates funding in the amount of \$90,000 to JEDCO on a reimbursement basis to pay GNO, Inc. in exchange for the organization's economic development assistance and activities. The deliverables maintain several ongoing activities related to business retention and attraction, business environment and marketing and they also include some new and/or expanded items including GNO Inc's participation as a stakeholder in the update to the Jefferson EDGE 2025 that will result in the EDGE 2030 plan, requiring GNO, Inc. to provide JEDCO with opportunities to engage in events and marketing initiatives for the Super Bowl, requiring GNO, Inc. to participate in meetings and communication activities related to the Parish's Bicentennial to ensure alignment of messaging, and expanded activities related to entrepreneurship.

Brian Heiden motioned, seconded by Jimmy Baum, to approve the resolution. The motion passed unanimously.

- **A resolution approving a Cooperative Endeavor Agreement with Greater New Orleans, Inc. for economic development and related services, and providing for related matters – Lacey Bordelon**

JEDCO's CEA with GNO, Inc. expired on August 20th. Since then, the JEDCO team has worked with GNO, Inc. to arrive at a list of deliverables for the next CEA.

Under the proposed new CEA between JEDCO and GNO, Inc., the term of the agreement is for one year and total payment to GNO, Inc. for the deliverables is \$90,000 which will be provided to JEDCO by Jefferson Parish via JEDCO's CEA with the Parish. The JEDCO/GNO, Inc. CEA maintains several ongoing deliverables related to business retention and attraction, business environment and marketing, the proposed deliverables list also includes GNO Inc's participation as a stakeholder in the update to the EDGE that will take place next year and will result in the EDGE 2030 plan. A deliverable has been added that requires GNO, Inc. to provide JEDCO with opportunities to engage in events and marketing initiatives for the Super Bowl so that we can ensure Jefferson Parish gets visibility. The new agreement will require GNO, Inc. to participate in meetings and communication activities related to the Parish's Bicentennial to ensure alignment of messaging.

Brian Heiden motioned, seconded by Jimmy Baum, to approve the resolution. The motion passed unanimously.

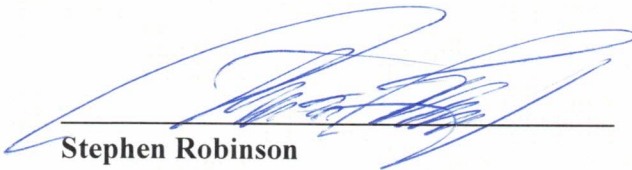
IV. President and CEO Report – Jerry Bologna

JEDCO will host a press conference to announce the planned construction of the Food and Beverage Incubator in Churchill Park on Wednesday, October 2, at 10:00 a.m. Senator Connick and Senator Cassidy are scheduled to attend the event.

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

There were no other comments.

VI. Adjournment – Brian Heiden motioned, seconded by Jimmy Baum, to adjourn the meeting.



Stephen Robinson

JEDCO Secretary

Minutes for September 26, 2024