



JEDCO Executive Committee
October 31, 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, Billy Douglass, Joe Ewell, Josline Frank, Mike Fahrenholt, Brian Heiden, Jim Martin, Stephen Robinson, Gene Sausse

Absences: None

Staff: Jerry Bologna, Lacey Bordelon, Annalisa Kelly, Scott Rojas, Dianne Scalfani, Neil Schneider, Penny Weeks, Kate Wendel, Jennifer Wollfarth

Attorney: Reed Smith, Jefferson Parish

Guest: Philip Sherman – Adams and Reese
Lauren Seigel – Trepwise
Brett Brinson – The Reserve at Lapalco Place
Ross Berlin – Fourth Economy

I. Call to Order – Chairwoman, Mayra Pineda

- **Billy Douglas motioned, seconded by Josline Frank, to amend the agenda to include the following:**

Discussion and consideration of the eligibility to continue serving as a Nominating Organization for the JEDCO Board of Commissioners. The Nominating Organizations are: Jefferson Chamber of Commerce/West Bank, and the Elmwood Business Association.

The motion passed unanimously.

- **Approval of minutes for September 26, 2024** – Mickal Adler motioned, seconded by Stephen Robinson to approve the minutes. The motion passed unanimously.

II. Public Comments on Agenda Items

There were no public comments.

III. Unfinished and New Business

- **A resolution approving the form of and authorizing the execution of a "Lease Agreement and Agreement to Issue Bonds" and any and all additional documents and certificates deemed necessary in connection with the granting of a favorable payment in lieu of tax arrangement and the potential issuance of not exceeding \$41,700,000 in aggregate principal amount of taxable and/or tax-exempt Revenue Bonds of the Jefferson Parish Economic Development and Port District for the acquisition and construction of an approximately 144-unit multifamily affordable housing development to be located at the intersection of Lapalco Boulevard and Manor Heights Drive in Marrero, Louisiana; and providing for other matters with respect to the foregoing – Lacey Bordelon**

On February 29, 2024, the JEDCO Board of Commissioners approved a preliminary approval resolution, which authorized JEDCO staff to begin negotiations with the developer toward the development of the PILOT Lease, and to engage with JEDCO's Special Counsels, Philip Sherman and David Wolf of Adams and Reese, LLP to draft the lease and related legal documents.

The proposed development meets a public policy objective to provide quality, affordable housing to low- income residents in Jefferson Parish. Additionally, the proposed affordable housing development meets the "but for" test – But for the PILOT, the project would not happen.

The JEDCO PILOT Advisory Committee met on October 30, 2024 and voted to recommend approval of The Reserve at Lapalco Place, LLC Pilot Lease to the Executive Committee and/or Board of Commissioners.

Mickal Adler motioned, seconded by Jim Martin, to approve the resolution. The motion passed unanimously.

- **A resolution approving a consulting services contract with Trepwise for the five-year update to The Jefferson EDGE economic development strategic plan – Lacey Bordelon**

Every five years, the plan is updated to include strategies that address the current economic and business condition of the parish and region. JEDCO is approaching the next five-year window and must evaluate the progress made under the 2025 plan as well as challenges to implementing and reporting of progress under the plan, and begin the process of developing the next five-year update to continue guiding economic development efforts through 2030 with the selection of a strategic planning firm to carry out the effort.

JEDCO staff would like to retain the services of Trepwise to facilitate the development of the five-year update which will result in The EDGE 2030.

Trepwise is a New Orleans- based national strategic planning firm that came highly recommended to JEDCO by several entities for their planning and stakeholder input approach, facilitation of stakeholder engagement and actual plan development. Trepwise will subcontract with Fourth Economy Consulting, a national community and economic development consulting firm, that also came highly recommended and has a staff member based in New Orleans.

The total cost in professional fees is \$74,000 and the budget for reimbursable expenditures is up to \$1,000, for a total contract cost of not-to-exceed \$75,000. As work will begin in November of 2024, the EDGE budget will have to be amended to cover the 2024 cost at \$12,332. A total of \$50,000 has been budgeted for this effort in the 2025 budget, which will need to be adjusted upwards by \$11,660. Both budget amendments will be taken to the JEDCO Board for their approval, the 2024 amendment with the Final Amended Budget in December, and the 2025 with the First Amended 2025 Budget mid-year next year.

Joe Ewell motioned, seconded by Brian Heiden, to approve the resolution and the unbudgeted expenses for 2024 and 2025. The motion passed unanimously.

- **Discussion and consideration of the eligibility to continue serving as a Nominating Organization for the JEDCO Board of Commissioners. The Nominating Organizations are: Jefferson Chamber of Commerce/West Bank, and the Elmwood Business Association – Jerry Bologna**

In accordance with JEDCO's Bylaws and the Jefferson Parish Code of Ordinances, Sec 2-875.9 (Nominating Organizations), upon the completion of a Commissioner's term, the JEDCO Executive Committee shall review the status of the Nominating Organization to determine eligibility to continue serving as a nominating entity. The terms for Commissioner Michael Fahrenholt, representing the Jefferson Chamber of Commerce/West Bank, and Commissioner Kenny Bertucci, representing Elmwood Business Association, will expire on January 29, 2025. Both Nominating Organizations presented documents for review.

Mr. Bologna presented the Jefferson Chamber of Commerce/West Bank documents to the Executive Committee and stated that based on document review, the organization meets the requirements to continue serving as a nominating entity.

Upon review of the documents presented by Elmwood Business Association, it was determined that additional information was needed in order to consider eligibility to continue serving as a nominating entity.

Jim Martin motioned, seconded by Mickal Adler, to approve Jefferson Chamber of Commerce/West Bank as eligible to continue serving as a nominating entity, and to defer consideration of approval for Elmwood Business Association to the November Board of Commissioners' meeting. The motion passed unanimously.


IV. President and CEO Report – Jerry Bologna

- Jerry and Janet Galati, JEDCO’s Director of Industry Recruitment, participated in the GNO Fam Tour (Site Selection) in mid-October. For the Jefferson stop, they toured Avondale Global Gateway and met with Gulf Wind Technology.
- Following the October 2nd press conference for the Food & Beverage Incubator at Churchill Park, JEDCO received tremendous responses in support of the project.
- The JEDCO Finance team is on track to have the biggest month of approved loans in the history of JEDCO.

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

There were no other comments.

VI. Adjournment - Stephen Robinson motioned, seconded by Billy Douglass, to adjourn the meeting.



Stephen Robinson
JEDCO Secretary
Minutes for October 31, 2024