

Central St. Landry Economic Development District
Board Meeting
Meeting Date and Time: July 14, 2022 @ 8:30 am
Meeting Place: 5367 I-49 S. Service Road, Opelousas LA

AGENDA

- ❖ Welcome
- ❖ Pledge
- ❖ Roll Call
- ❖ Approval of the May 2022 Board Meeting Minutes

- ❖ Financial Report

- ❖ Committee Reports
 - Land Use
 - District Expansion Committee
 - Marketing and Communications
 - Sewer Treatment Plant Ribbon Cutting
 - Stakeholders Meeting
 - Social Media Content - Agenda
- ❖ Old Business
 - Sewer Project Update
 - Lighting Update
 - HGR Lighting Breaker
 - Vegetation Maintenance/Litter Abatement Update
 - Judson Walsh Interchange Enhancement
 - Crossroads Market Feasibility Report
 - Retail Strategies Update
- ❖ New Business
 - Pride Doran's resignation letter

The following members were present in person: Frank "Buddy" Helton, Senic Batiste, Dr. Derek Metoyer, Yvonne Normand,

The following members were absent: Pride Doran, Ammy Taylor, Tina Vidrine

The following non-voting members were present in person: Bill Rodier (CEO of SLED), Janece Riser (SLED), Taylor Lormand (SLED),

The following non-voting members were absent: Julius Alsandor (Mayor), Jessie Bellard (Parish President), and Vivian Olivier, (Parish Council Chair)

The following guests were present in person: Steve Moosa, William Jarrell

It was determined that a quorum was present.

Chairman Helton opened the meeting at 8:36 am.

Approval of May 12, 2022, Regular Meeting Minutes: Following a review of May 12, 2022, regular board meeting minutes, a motion to accept minutes as submitted was made by Yvonne Normand and seconded by Dr. Derek Metoyer. Motion carried without objection

Financial Report: Chairman Frank “Buddy” Helton presented the May 2022 and June Financial Reports. He discussed that the current collections are holding strong.

Steve Moosa gave a presentation on the finding of the external audit provided by Darnall, Sikes & Fredrick. He explained they did not find anything out of the ordinary; everything is in compliance, and the board is in a healthy state. There was a brief discussion on bonds and economic development. Steve Moosa also presented some new requirements and changes the board needs to implement to be in compliance with the state of Legislative Auditor policies and requirements.

Mr. Helton briefly explained the board will need to complete and sign the 2021 Audit Compliance Questionnaire. A motion to authorize signing was made by Yvonne Normand and seconded by Dr. Metoyer. Motion carried without objection.

Committee Reports:

Land Use Report. Yvonne Normand reported on the I-49 Midway Corridor meetings with Acadiana Planning Commission. A brief conversation ensued regarding the board’s vision for the corridor.

District Expansion Report: Scenic Batiste gave a report on the district expansion committee. Bill Rodier stated he is working with the assessor’s office exploring ways to identify the new parcels.

Marketing and Communications Report: Taylor Lormand informed the group that the available dates for the Stakeholders Meeting are August 10, 11, and 17th. From 5:30 – 7:30 at the Equine Sales Center. The facility is \$2500 with a \$500 deposit for a cash bar. The catering is \$960 for 80 guests for finger foods. After a brief conversation, it was determined that Equine Sales for the date of August 24th. would be the best if the date is available. A motion to approve a discretionary amount for this event with the approval of the CEO on expenses be made available in an amount not to exceed \$7500 was by Yvonne Norman and seconded Dr. Metoyer. Motion carried without objection.

Ms. Lormand advised that the communication plan of one social media post per week is getting good public engagement. She proposed a meet the board series over the next few weeks to which the board was very receptive. The board further approved posting the monthly board agenda on social media. It was also discussed in doing a historical series showing the projects that CSLEDD has completed this far, to which the board agreed.

Ideas were discussed on things that could be included in a marketing plan. Yvonne Normand suggested a twist on the business of the month program similar to what’s being done by the ODDD. Chairman Helton suggested a post on new businesses coming to the area. He noted that even if they aren’t in the district, they can still affect the district. Senic Batiste proposed posting about things the board is preparing to do like the proposed lighting project. Ms. Lormand requested that the members of the board take time out to share the social media posts. She also reminded the board that the Wastewater Treatment Facility ribbon cutting would be the following morning at 9am.

Old Business:

Sewer Project Update: William Jarrell gave an update on the Wastewater treatment plant. He explained there is a small punch list, but the project is completed and operating. He said the project is currently \$110,000 under budget, with the original budget being \$2,790,000.

Bill Rodier explained there is a new process for capital outlay projects dealing with water and wastewater. This committee meets in August and Mr. Rodier said that they would be checking on application and eligibility requirements. Mr. Jarrell explained that he was waiting on a response for Capital Outlay before he addresses the first proposed lift station. He explained David Jarrell already has a location in mind and preliminary plans have already been completed.

Lighting Projects Update: Janece Riser gave a report on the Lighting Projects. The lights on I-49 at Harry Guilbeau have been experiencing electrical issues tripping a breaker. She informed the board that they would be contacting EP Breaux to request they conduct a preliminary inspection of the electrical circuit and provide an estimate of repairs.

Vegetation Maintenance/Litter Abatement Update: Janece Riser gave a report on the vegetation maintenance and litter abatement project.

Related to litter, Yvonne Normand asked what steps are being taken for the Creswell Shopping Center. After a discussion, it was determined that a meeting with Margret with Code Enforcement, the mayor's office, and possibly solid waste representative needs to be held.

Judson Walsh Interchange: Janece Riser presented the stencil design created for the project. The cost of the stencils are \$7,500 each. She informed the board that they are now in the process of locating painters and getting hard quotes. A motion to accept the quote for the stencils contingent upon securing a painter and appropriate paint was made by Senic Batiste and seconded by Yvonne Normand. Motion carried without objection.

Yvonne Norman posed a question regarding the intent of the Oak Tree Mural at Hwy 190 & I49. Chairman Helton explained the intent is still to have it cleaned and painted. After a brief discussion it was determined that since St. Landry Parish was recently deemed the Equine Capital, it could be considered that the mural could have different scenes of horses such as racing, rodeo and trail rides, as well as possibly incorporate the City and CSLEDD's logo. Chairman Helton added this location to the list for the muralist.

Crossroads Market Feasibility: Chairman Helton gave an update on the feasibility report. He advised that he and Mr. Rodier have had ongoing conversations with Populous related to the report and that Populous is currently working to set up a meeting with JB Mouton to discuss deterring probable cost on the project. It was agreed that the Crossroads report be sent out to board members via email.

Retail Strategies Update: Chairman Helton advised the board that they are approaching the end of a 3-year contract with Retail Strategies. They have assigned Lindsey Beasley as an account representative. Mr. Rodier informed the board that he had discussions with their team about the transition and how this would look for the board. Senic Batiste requested that Retail Strategies give a report on their past efforts and targeted strategies specific to Opelousas. A motion was made by Senic Batiste and seconded by Dr. Metoyer to table the consideration of a new Retail Strategies contract until the next regular meeting.

New Business:

Pride Doran's Resignation Letter: Chairman Helton acknowledged Pride Doran's resignation letter effective June 20, 2022. He on behalf of the board thanked Pride Doran for his time and dedication during his term. Mr. Helton explained that even though appointment is made by the Parish President, the Vision St Landry must vet applicants and recommend an appointment to the appointing authority. Mr. Rodier asked that the board reach out in their areas of influence and seek potential interested candidates that would then need to complete a board application.

There being no further business, a motion was made to adjourn by Yvonne Norman and seconded by Dr. Metoyer. Motion carried without objection. Meeting adjourned at 11:08 AM.


Secretary


Chairman