

Central St. Landry Economic Development District

Board Meeting

Meeting Date and Time: May 11, 2023 @ 8:30 am
Meeting Place: 5367 I-49 S. Service Road, Opelousas LA

AGENDA
AGENDA

- ❖ Welcome
- ❖ Pledge
- ❖ Roll Call
- ❖ CSLEDD Business Recognition Program – Holiday Inn Express
- ❖ Approval of the April 13, 2023, Board Meeting Minutes
- ❖ Approval of the April 27, 2023, Special Board Meeting Minutes
- ❖ Financial Report
 - Adopt Louisiana Audit Compliance Questionnaire
- ❖ Committee Reports
 - Marketing and Communications
 - Land Use
 - District Expansion
- ❖ Old Business
 - Murals Update
 - Guilbeau-Granger Estate Property
 - Equine Sales Facility Consideration
 - Retail Strategies Monthly Update
 - Direct Solutions Contract Consideration
 - Retail Strategies Contract Renewal

The following members were present in person: Frank “Buddy” Helton, Senic Batiste, Rod Sias, Yvonne Normand

The following members were absent: Tina Vidrine, Ammy Taylor, Dr. Derek Matoyer

The following non-voting members were present virtually: None

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

The following non-voting members were absent: Jessie Bellard (Parish President), and Jerry Red Jr. (Parish Council), Julius Alsandor (City of Opelousas Mayor)

The following guests were present in person: Mr. Seth Robin (SLED Board), Ms. Chelsea Sharplin (Holiday Inn Express)

The following guests were present virtually: Mr. Kade Jones of APC, Mr. Harlan Winn of Retail Strategies

It was determined that a quorum was present.

Chairman Helton recognized the guests, thanked everyone for their time, and opened the meeting at 8:40 AM.

CSLEDD Business of the Month – Holiday Inn Express and Suites Opelousas: Chairman Helton introduced Ms. Chelsea Sharplin, General Manager of Holiday Inn Express and Suites in Opelousas. Chairman Helton gave a brief background of the Holiday Inn Express and thanked them for being a great partner of the CSLEDD.

Approval of April 13 and 27, 2023, Minutes: Chairman Helton asked if anyone had any changes or corrections to the April minutes. With no changes or additions to either sets of minutes (Regular meeting and special meeting) Mr. Senic Batiste made a motion to accept the minutes as presented. A second to the motion was made by Ms. Yvonne Normand. Motion carried.

Financial Report: Chairman Helton gave the financial report. Everything as it relates to the budget is in line. Chairman Helton gave a brief overview of the expenses and income. Chairman Helton explained the Louisiana Audit Compliance Questionnaire. A motion was made by Yvonne Normand and seconded by Rod Sias to adopt the Louisiana Audit Compliance Questionnaire. Motion Carried.

Committee Reports:

Marketing and Communications: Ms. Janece Riser reported that we are currently scheduling the unveiling of the Judson Walsh Mural. Ms. Riser also reported that the Facebook posts are going well, and the newsletter is going out soon.

Land use: Mr. Kade Jones reported that there is a contract coming soon with the parish setting up a Parish Planning Commission. Mr. Jones made explanations of the process of setting up the commission and further explained that the commission will preside over all of St Landry Parish and not just the parishes that are part of the I-49 Corridor project.

District Expansion: Mr. Senic Batiste reported that the committee feels that the political atmosphere is too touchy right now and the recommendation is that the expansion should be put on hold at this time. Discussion ensued.

Old Business:

Murals Update: Ms Janece Riser reported that the weather has been a factor in the finishing of the Judson Walsh Mural. The final step is the anti-graffiti topcoat. After the topcoat is completed the mural unveiling will take place with students and school officials present.

Guildbeau-Granger Estate Property: Mr. Bill Rodier reported that the appraisals came back, and they confirm that the property is worth \$60,000 per acre. The attorney is in the process of getting the title cleaned and cleared and then the project can move forward with a survey taking place. The closing will be set when the title is clean, and the survey is done.

Equine Sales Facility Consideration: Chairman Helton asked for any questions regarding the Equine Sales facility that they may have after everyone had taken the walk through. There were lively questions and discussion. A special meeting will take place on May 25th at 4 PM to consider an action in moving forward with purchasing the property with contingencies in place.

Retail Strategies: Lyndsey Bailey and Harlan Winn gave an in-depth report on retail updates.

Direct Solutions Contract Consideration: Chairman Helton reported that he felt that it is in our best interest to move forward with the Direct Solutions Contract. Chairman Helton asked for any questions or concerns. There were a few questions and discussions. A motion was made to move forward with the contract with Direct Solutions, which will be \$45,000.00 per year (\$3750.00 which is due upon execution, and \$3750.00 per month) by Yvonne Normand and seconded by Rod Sias. Motion carried.

Retail Strategies Contract Consideration Chairman Helton reported that the Retail Strategies contract is up for renewal. Mr. Bill Rodier reported that he feels that the representatives we have currently are on point and have the best interests of the board at heart. Questions and discussion ensued. A motion was made to renew the contract at \$40,000.00 for the year with Retail Strategies by Yvonne Normand and seconded by Senic Batiste. Motion carried.

Adjourn: A motion to adjourn was made by Yvonne Normand and Seconded by Mr. Roderick Sias. Motion carried. The meeting was adjourned at 11:04 AM.


Secretary


Chairman