

St. Tammany Parish Development District
Board of Commissioners
MINUTES
September 13, 2018 – 3:30pm

President Bill Davis called the meeting to order at 3:33 p.m.

Present: Bill Davis, Scott Day, Mike Gambrell, Al Hamauei, Oscar Hernandez, Bruce Javery, Bill Newton, Mike Tillman **Absent:** Rhonda Bagby, Marty Mayer, William Wainwright

Staff: Chris Masingill, Tracy Clanton, Ashley Llewellyn, Julie Landry, Jake Nickens, Ronda Sides

Legal Counsel: Mark Balkin

Guests: None

Minutes: Bruce Javery, seconded by Mike Gambrell, made a motion to accept the minutes of the August 9 meeting. All were in favor, motion passed.

Public Comment: There were no comments on agenda items from the public.

Financial Report: Tracy Clanton presented the financial report.

Update: Chris Masingill reported that in his first 60 days, he has attended more than 100 meetings with community stakeholders. This includes a high-level introduction and presentation to the Parish Council on the same day the "St. Tammany Corp." name was launched. The name has been well-received by both community leaders and economic development colleagues throughout the region.

The strategic planning initiative is a key focus area for the staff. Chris reported that he and the staff had met with numerous strategic planning and website consultants over the previous week, and the result of those engagements resulted in the proposal to engage a consultant team to facilitate and develop the strategic economic development plan. The firms assembled to create this consultant team are VisionFirst Advisors, Economic Leadership, and Atlas Integrated. They are all highly regarded and seasoned economic development practitioners who are internationally recognized as thought leaders within the field of economic development.

Chris introduced the Board of Commissioners to the proposed team via video conference to engage in a discussion outlining the critical components of the initiative

- Comprehensive economic analysis and strategic assumptions
- Organizational development strategy
- Economic development marketing plan and website re-development
- Comprehensive workforce development gap analysis and talent development strategy

The total proposed cost for the strategic planning and research initiatives, for the website, and for the forthcoming workforce gap analysis will not exceed \$150,000. Mike Tillman, seconded by Oscar Hernandez, made a motion to accept the proposals as presented. All were in favor, motion passed.

Education/Information: Ashley Llewellyn shared information about the Comprehensive Economic Development Strategy (CEDS) process. The CEDS is a comprehensive regional strategy developed

every five years to serve as a strategic blueprint for regional collaboration and prosperity between St. Tammany, Orleans, Jefferson, St. Bernard, and Plaquemines.

Jake Nickens shared information about the TriWood Consortium, being facilitated in partnership with Northshore Technical Community College. This consortium is comprised three small, proactive manufacturers who have submitted a single Incumbent Worker Training Program (IWTP) application to train a combined group of 16 employees.

OLD BUSINESS

Strategic Plan Contract: Chris Masingill introduced the Board of Commissioners to VisionFirst Advisors and Economic Leadership via video conference. Virtual attendees included Gray Swoope, Griff Salmon, Melissa Medley, and Ted Abernathy.

Nominating Committee Report: Chris Masingill reported that the St. Tammany Parish Council approved the reappointments of Al Hamauei, Bruce Javery, and Mike Gambrell.

Name Working Group Report: Chris Masingill provided an update on the recent renaming of the organization to "St. Tammany Corp." and on the community's positive reception of the new identity. The Name Working Group was dissolved.

Website Development Contract: Chris Masingill introduced the Board of Commissioners to Atlas Integrated via video conference. Virtual attendees included Lucy Bowman.

NEW BUSINESS

Executive Session: Al Hamauei, seconded by Bruce Javery, made a motion to enter executive session to discuss personnel matters. A roll call vote was taken, results as follows: Rhonda Bagby-absent, Bill Davis-yea, Scott Day-yea, Mike Gambrell-yea, Al Hamauei-yea, Bruce Javery-yea, Marty Mayer-absent, Bill Newton-yea, Mike Tillman-yea, William Wainwright-absent. All were in favor, motion passed. Executive session was entered at 4:53 p.m. and ended at 5:17 p.m. The Board returned to regular session at 5:18 p.m.

DISCUSSION ITEMS NOT ON AGENDA

Letters of Commendation: Chris Masingill and Bill Davis presented Tracy Clanton, Julie Landry, and Jake Nickens with letters of commendation for their service to economic development in St. Tammany.

ACTION ITEMS: None

ANNOUNCEMENTS: Next Meeting – Thursday, October 11 at 3:30 p.m., STPDD

The meeting was adjourned at 5:32 p.m.

Minutes respectfully recorded by:

Ashley Llewellyn
Deputy Director – Economic Development