



**THE GREATER ALEXANDRIA ECONOMIC DEVELOPMENT AUTHORITY
(GAEDA)
BOARD OF COMMISSIONERS**

Dr. Curtis Lewis, Chair
Mr. Steven R. McGee, Vice Chair
Rev Earl Williams, Jr., Secretary/Treasurer

Mr. Ronald Morgan

SPECIAL CALL/STRATEGIC RETREAT MEETING AGENDA

Saturday, September 20, 2025 ~ 9:00 a.m.

Bolton Avenue Community Center

315 Bolton Avenue ~ Alexandria, LA 71301

(Please keep comments limited to 3 minutes per person)

***Additions to agenda made by unanimous consent only!**

- A. Call to Order**
- B. Invocation**
- C. Pledge of Allegiance**
- D. Roll Call**
- E. Active Items**

- 1) Motion to approve the August 2025 Consent Agenda:
 - a) Motion to approve the July 2025 Meeting Minutes-**Public Comments**
 - b) Motion to approve the July 2025 Financial Statements-**Public Comments**
- 2) Motion to approve the September 2025 Consent Agenda:
 - c) Motion to approve the August 2025 Meeting Minutes-**Public Comments**
 - d) Motion to approve the August 2025 Financial Statements-**Public Comments**
- 3) Motion to authorize the Executive Director to conduct all pre-purchase assessments related to the potential acquisition of a building. These assessments may include obtaining professional appraisals, commissioning a Phase I Environmental Site Assessment, arranging for a property inspection, and conducting a title search. The Executive Director shall present findings and recommendations to the Board before any purchase negotiations take place. **Public Comments**
- 4) Motion to authorize the Executive Director to take all necessary actions for GAEDA's participation in the 2025 Bayou Classic Business Expo, including but not limited to registering the organization, coordinating logistics, and allocating funds for exhibit and promotional expenses. **Public Comments**
- 5) Motion to authorize the Greater Alexandria Economic Development Authority

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(GAEDA) to enter into a Cooperative Endeavor Agreement with the Mid Louisiana Regional Chamber of Commerce to collaborate on joint initiatives, including business development programs, community engagement efforts, and regional economic development events, with the Executive Director authorized to finalize and execute said agreement. **Public Comments**

F. Strategic Planning Retreat

Session 1 What are we doing here?

Purpose: to discuss values and develop vision

- a. Welcome and overview of the day
- b. Participant self-introductions: focused on what they value about the Authority and what they value about their leadership experience
- c. Envisioning the “perfect” GAEDA (individual exercise; each writes statements about what the perfect GAEDA will be 3 to 5 years from now; will be shared later.)

Session 2 GAEDA’s Role as a Catalyst

- a. Brief reports on current progress
- b. Brief review of SWOT and select top 3 in each

Session 3 Building for Success

This session examines the items board members said comprised the “perfect GAEDA”

1. Blizzard Exercise to discover what board members think are the barriers to success, i.e., the critical issues (problems, issues, challenges) that must be addressed to achieve the perfect chapter. The results of the exercise form the foundation for the chapter’s goals.

LUNCH

Session 4 Your Strategic Plan

Purpose: to agree upon goals and determine committees responsible for writing objectives and action steps for the new strategic plan. We will use the statements from the critical issues exercise to review and ensure that all priority areas will be addressed by the chapter’s selected goal statements. Most chapters have 3 to 5 goal statements in their strategic plans.

- a. Confirm goal areas and agree on goal statements
- b. Comparison to GAEDA goals
- c. Definitions of goal/objective/action steps given to guide small group work
- d. Small groups write objectives
- e. Objectives are shared with whole group (last 10 minutes)

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Session 5 What Happens Next?

- a. Next Steps
- b. Final Word

- G. Executive Director's Report**
- H. Commissioner Comments**
- I. Legal Counsel Comments**
- J. Accountant Comments**
- K. Public Comments or Questions**
- L. Adjourn**

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