



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

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Ms. Candice Cheney, Secretary. Treasurer  
Mr. John Carroll  
Mr. Charles Frederick Smith  
Ms. Renee White-Goolsby  
Ms. Trayce Snow

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**SPECIAL CALL MEETING AGENDA**

**Saturday, August 20, 2022 ~ 3:00 p.m.**

**The Diamond Grill ~ The Tudor Room**

**924 3rd Street, Alexandria, LA 71301**

*(Please keep comments limited to 3 minutes per person)*

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

- 1) Motion to approve the August 2022 Consent Agenda:
  - a) Motion to approve the July 2022 Meeting Minutes-**Public Comments**
  - b) Motion to approve the July 2022 Financial Statements-**Public Comments**
  - c) Motion to ratify the payment of the July 2022 Accounting Bill-**Public Comments**
  - d) Motion to ratify the payment of the July 2022 Legal Bill-**Public Comments**
- 2) Motion to enter into the 2022 Strategic Retreat Session- **Public Comments**

**2022 STRATEGIC RETREAT AGENDA**

- 3:05 p.m. Welcome, introductions and brief review of the agenda / goals for the meeting
- 3:15 p.m. Board and board member roles and responsibilities / address questions and comments from board members
- 4:00 p.m. Develop Strategic Initiatives:

**Event and Attraction Goals:**

- Focus on events for families and youth.
- Grow our event capacity and venues so that we compete and succeed in attracting regional, national, and international events.
- Support a vibrant, thriving cultural arts district that attracts visitors from within our local community and beyond our region.
- Effectively grow the capacity of our partners, grantees, and applicants to promote their events and to leverage our ability to help them promote events.

- Partner with key stakeholders to attract national and international events.

### **Masonic Drive Corridor Revitalization**

- Last Phase
- Next Steps

### **Future Corridor Revitalization**

- Identify pipeline of projects for revitalization.
- Support revitalization entrance of corridors to Alexandria from each major thoroughfare drawing visitors to a revitalized downtown.
- Encourage access to Wi-Fi in public, visitor-focused venues in partnership with the City and other entities.
- Seek opportunities to partner with and leverage organic growth of businesses along the identified corridors.

### **GAEDA Revitalization Corporation (GRC)**

- Overview
- Next Steps

### **Small Business Concerns**

- Start Up Assistance
- Resiliency
- Resources

4:45 p.m. The Future- Questions/Concerns

5:30 p.m. Working Dinner / Address any Outstanding Questions

6:00 p.m. Identify 2023 Priorities / Individual Comments and Group Prioritization

6:50 p.m. Wrap-up and Next Steps

7:00 p.m. Adjourn

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