

Board of Directors

Chair

Mrs. Trayce Snow

Vice-Chair

Dr. Curtis Lewis

Secretary/Treasurer

Mrs. Paula Katz

Board Members

Mr. John Carroll

Ms. Candice Cheney

Mr. Chris Patel

Mr. Ronald Morgan

Executive Director

Ms. Angela Varnado

avarnado@gaeda.org

PUBLIC MEETING ANNOUNCEMENT

The public is invited to attend all meetings unless otherwise noted in accordance with the LA Opens Meeting Law pursuant to R.S. 42:11 – R.S. 42:28*

*Formerly R.S.42:4.1-42:13.

Please Be Advised!!!

The following meetings of the Greater Alexandria Economic Development Authority (GAEDA) are as follows:

COMMITTEE MEETINGS

Monday, February 19, 2024

4:10 P.M.

Hotel Bentley~Bayou Roberts Room
200 Desoto Street ~ Alexandria, LA 71301

REGULAR MEETING

Monday, February 19, 2024

4:15 P.M.

Hotel Bentley~Bayou Roberts Room
200 Desoto Street ~ Alexandria, LA 71301



**THE GREATER ALEXANDRIA ECONOMIC DEVELOPMENT
AUTHORITY BOARD OF COMMISSIONERS**

Ms. Trayce Snow, Chair
Dr. Curtis Lewis, Vice Chair
Ms. Paula Katz, Secretary/Treasurer
Mr. John Carroll

Ms. Candice Cheney
Mr. Chris Patel
Mr. Ronald Morgan

GAEDA COMMITTEE MEETINGS AGENDA

Monday, February 19, 2024 ~ 4:10 p.m.

The Hotel Bentley ~ Bayou Roberts Room

200 Desoto Street ~ Alexandria, LA 71301

(Public comments can be made prior to any vote) (Please keep comments limited to 3 minutes per person)

Executive, Administration and Legal Committee

Ms. Trayce Snow, Chair; Dr. Curtis Lewis, Vice-Chair; Mrs. Paula Katz, Secretary/Treasurer

1. Motion to recommend approval of the January 2024 Financial Statements- **Public Comments**
2. Motion to recommend ratifying payment of the January 2024 Legal Bill - **Public Comments**
3. Motion to recommend ratifying payment of the January 2024 Accounting Bill - **Public Comments**
4. To hear a presentation on Placer.ai: Location Intelligence & Foot Traffic Data Software
5. Motion to recommend approval of Cooperative Endeavor Agreement with the Alexandria/Pineville Convention and Visitors Bureau in an amount not to exceed Sixteen Thousand Five Hundred Dollars (\$16,500) to be used to offset the annual fee associated with the Placer Labs, Inc. subscription. – **Public Comments**
6. To hear public comments.

Governmental Relations Committee

Dr. Curtis Lewis, Chair; Mr. Chris Patel; Ms. Candice Cheney

1. To hear public comments.

Capital Projects Committee

Mr. John Carroll, Chair; Dr. Curtis Lewis; Mr. Ronald Morgan

1. To hear public comments.



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

Mrs. Trayce Snow, Chair
Dr. Curtis Lewis, Vice-Chair
Mrs. Paula Katz, Secretary/Treasurer
Mr. John Carroll

Ms. Candice Cheney
Mr. Chris Patel
Mr. Ronald Morgan

**REGULAR MEETING AGENDA
Monday, February 19, 2024 ~ 4:15 a.m. The
Hotel Bentley ~ Bayou Roberts Room 200
Desoto 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**
- F. Active Items**
 - 1) Motion to approve the February 2024 Consent Agenda:
 - a) Motion to approve the January 2024 Meeting Minutes-**Public Comments**
 - b) Motion to approve the January 2024 Financial Statements-**Public Comments**
 - c) Motion to ratify the payment of the January 2024 Accounting Bill-**Public Comments**
 - d) Motion to ratify the payment of the January 2024 Legal Bill-**Public Comments**
 - 2) Motion to approve the Compensation Package and Contract for the Executive Director. **Public Comments**
 - 3) Motion to approve a Cooperative Endeavor Agreement with the Alexandria/Pineville Convention and Visitors Bureau in an amount not to exceed Sixteen Thousand Five Hundred Dollars (\$16,500) to be used to offset the annual fee associated with the Placer Labs, Inc. subscription. – **Public Comments**
 - 4) Motion to approve a Cooperative Endeavor Agreement with the Louisiana Beauticians & Barbers Association, Inc. in the amount of Three Thousand Dollars (\$3,000) for the 77th Conference, Tradeshow & Education “Mastering Trends for Beauty Industry Success” to be held April 13, 2024.
 - 5) Motion to not recommend a grant request from Glass Act Recycling for the Love the Boot Bonanza to be held April 27, 2024.
 - 6) Motion to consider a grant request from Louisiana Community & Technical College System in the amount of Ten Thousand Dollars (\$10,000) for the annual SkillsUSA Louisiana Leadership and Skills Conference to be held April 15-17, 2024.
- G. Executive Director Comments**

- H. Commissioner Comments**
- I. Legal Counsel Comments**
- J. Accountant Comments**
- K. Public Comments or Questions**
- L. Adjourn**

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

**Greater Alexandria Economic Development Authority
Executive, Administration and Legal Committee Meeting**

Minutes: Meeting of Wednesday, January 17, 2024

Present: Dr. Curtis Lewis, Chair; Mrs. Trayce Snow-Vice Chair

Absent: Ms. Candace Cheney

The monthly meeting of the Greater Alexandria Economic Development Authority's Executive, Administration and Legal Committee was called to order by Commissioner Lewis at 8:00 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

It was moved by Commissioner Snow and seconded by Commissioner Lewis to recommend approval of the December 2023 Draft Financial Statements. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Snow and seconded by Commissioner Lewis to recommend ratifying payment of the December 2023 Legal Bill. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Snow and seconded by Commissioner Lewis to recommend ratifying payment of the December 2023 Accounting Bill. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Snow and seconded by Commissioner Lewis to recommend approval of the 2023 Budget Amendments. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Snow and seconded by Commissioner Lewis to add the Oath of Office to swear in Mr. Chris Patel. There being no public comments, the motion was added by unanimous vote.

Legal Counsel administered the Oath of Office to Commissioner Patel.

There being no further business to come before the Committee, the meeting was adjourned at 8:07 a.m.

**Greater Alexandria Economic Development Authority
Governmental Relations Committee Meeting**

Minutes: Meeting of Wednesday, January 17, 2024

Present: Mr. Chris Patel, Mrs. Paula Katz

Absent: Mr. John Carroll

The monthly meeting of the Greater Alexandria Governmental Relations Committee was called to order by Commissioner Patel at 8:07 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

There being no business to come before the Committee, the meeting was adjourned at 8:08 a.m.

**Greater Alexandria Economic Development Authority
Economic Development Committee Meeting**

Minutes: Meeting of Tuesday, December 13, 2023

Present: Mrs. Trayce Snow-Chair, Mrs. Paula Katz, Mr. Chris Patel

Absent: Mr. John Carroll

The monthly meeting of the Greater Alexandria Economic Development Authority's Economic Development Committee was called to order by Commissioner Snow at 8:09 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

It was moved by Commissioner Patel and seconded by Commissioner Katz to not recommend approval of a grant request from the Grand Council of Cryptic Masons. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Katz and seconded by Commissioner Snow to recommend approval of a Cooperative Endeavor Agreement with OnPoint Community Out- Reach in an amount not to exceed Five Thousand Dollars (\$5,000) for advertisement and marketing with billboards, television and radio of the Cowboy play to be held May 11, 2024. A discussion was held. A roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Carroll: Absent

Commissioner Katz: Yes

Commissioner Patel: Yes

There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Katz and seconded by Commissioner Snow to recommend approval of a Cooperative Endeavor Agreement with CLBC Community Development Corporation, Inc. in an amount not to exceed Nine Thousand Dollars (\$9,000) to assist with advertisement and marketing utilizing billboards, television, and radio of the Interdenominational City-Wide and Surrounding Areas Revival to be held April 1-4, 2024. A discussion was held. A roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Carroll: Absent

Commissioner Katz: Yes

Commissioner Patel: No

There being no public comments, the motion was passed by 2 to 1 vote.

It was moved by Commissioner Snow and seconded by Commissioner Katz to recommend approval of a Cooperative Endeavor Agreement with the Central Louisiana Juneteenth Association, Inc in an amount not to exceed Fourteen Thousand Dollars (\$14,000) to assist with meals and advertisement/marketing utilizing billboards, television and radio of the 2024 Juneteenth Celebration to be held June 14-19, 2024. A discussion was held. A roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Carroll: Absent

Commissioner Katz: Yes

Commissioner Patel: Yes

There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Katz and seconded by Commissioner Snow to recommend approval of a Cooperative Endeavor Agreement with Lucy's House Entertainment, LLC in an amount not to exceed Five Thousand Dollars (\$5,000) to assist with advertisement/marketing utilizing billboards, television and radio of the Love & Laughter Concert & Comedy Show to be held April 12, 2024. A discussion was held. A roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Carroll: Absent

Commissioner Katz: No

Commissioner Patel: No

There being no public comments, the motion failed by 2 to 1 vote.

There being no further business to come before the Committee, the meeting was adjourned at 8:35 a.m.

**Greater Alexandria Economic Development Authority
Capital Projects Committee Meeting**

Minutes: Meeting of Wednesday, January 17, 2024

Present: Mrs. Trayce Snow-Chair; Mr. Chris Patel; Mr. Ronald Morgan

Absent: Mr. John Carroll

The monthly meeting of the Greater Alexandria Economic Development Authority's Capital Projects Committee was called to order by Commissioner Snow at 8:35 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

There being no business to come before the Committee, the meeting was adjourned at 8:35 a.m.

**Greater Alexandria Economic Development Authority
Operations & Human Resources Committee Meeting**

Minutes: Meeting of Wednesday, January 17, 2024

Present: Ms. Candice Cheney, Chair, Mrs. Paula Katz; Mr. Ronald Morgan

Absent: Ms. Candice Cheney, Chair

The monthly meeting of the Greater Alexandria Economic Development Authority's Operations and Human Resource Committee was called to order by Commissioner Katz at 8:36 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

Commissioner Cheney commented that she would like to see more diversity in the grants. A discussion was held.

There being no further business to come before the Committee, the meeting was adjourned at 8:37 a.m.

**Greater Alexandria Economic Development Authority
Regular Meeting**

Minutes: Meeting of Wednesday, January 17, 2024

Present: Dr. Curtis Lewis, Chair; Mrs. Trayce Snow- Vice-Chair; Mr. Chris Patel, Mrs. Paula Katz, Mr. Ronald Morgan

Absent: Ms. Candice Cheney, Secretary/Treasurer; Mr. John Carroll

The monthly regular meeting of the Greater Alexandria Economic Development Authority was called to order by Commissioner Lewis at 8:37 a.m. Executive Administrator, Angela Varnado called the roll. A quorum was present.

The Chair called for nominations for the office of the Chair.

Nominations were as follows:

Commissioner Lewis nominated Commissioner Snow.

There being no further nominations, Commissioner Snow was declared Chair by acclimation.

The Chair called for nominations for the office of the Vice-Chair.

Nominations were as follows:

Commissioner Katz nominated Commissioner Patel. Commissioner Patel declined to accept the nomination.

Commissioner Patel nominated Commissioner Lewis.

A roll call vote for Dr. Lewis was as follows:

Commissioner Lewis: Yes

Commissioner Snow: Yes

Commissioner Cheney: Absent

Commissioner Carroll: Absent

Commissioner Patel: Yes

Commissioner Katz: Yes

Commissioner Morgan: Yes

There being no public comments, Commissioner Lewis was declared Vice-Chair.

The Chair called for nominations for the office of the Secretary/Treasurer.

Nominations were as follows:

Commissioner Lewis nominated Commissioner Katz.

There being no further nominations, Commissioner Katz was declared Secretary/Treasurer by acclimation.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve the January 2024 Consent Agenda. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve the 2023 Budget Amendments. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to not approve a grant request from the Grand Council of Cryptic Masons. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve a Cooperative Endeavor Agreement with OnPoint Community Out- Reach in an amount not to exceed Five Thousand Dollars (\$5,000) for advertisement and marketing with billboards, television and radio of the Cowboy play to be held May 11, 2024. A roll call vote was as follows:

Commissioner Lewis: Yes

Commissioner Snow: Yes

Commissioner Cheney: Absent

Commissioner Carroll: Absent

Commissioner Patel: No

Commissioner Katz: No

Commissioner Morgan: Yes

There being no public comments, the motion failed by 1 vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve a Cooperative Endeavor Agreement with CLBC Community Development Corporation, Inc. in an amount not to exceed Nine Thousand Dollars (\$9,000) to assist with advertisement and marketing utilizing billboards, television, and radio of the Interdenominational City-Wide and Surrounding Areas Revival to be held April 1-4, 2024. A roll call vote was as follows:

Commissioner Lewis: Yes

Commissioner Snow: Yes

Commissioner Cheney: Absent

Commissioner Carroll: Absent

Commissioner Patel: No

Commissioner Katz: Yes

Commissioner Morgan: Yes

There being no public comments, the motion passed by 4 to 1 vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve a Cooperative Endeavor Agreement with the Central Louisiana Juneteenth Association, Inc in an amount not to exceed Fourteen Thousand Dollars (\$14,000) to assist with meals and advertisement/marketing utilizing billboards, television and radio of the 2024 Juneteenth Celebration to be held June 14-19, 2024. A roll call vote was as follows:

Commissioner Lewis: Yes

Commissioner Snow: Yes

Commissioner Cheney: Absent

Commissioner Carroll: Absent

Commissioner Patel: Yes

Commissioner Katz: Yes

Commissioner Morgan: Yes

There being no public comments, the motion passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve a Cooperative Endeavor Agreement with Lucy's House Entertainment, LLC in an amount not to exceed Five Thousand Dollars (\$5,000) to assist with advertisement/marketing utilizing billboards, television and radio of the Love & Laughter Concert & Comedy Show to be held April 12, 2024. A roll call vote was as follows:

Commissioner Lewis: No

Commissioner Snow: Yes

Commissioner Cheney: Absent

Commissioner Carroll: Absent

Commissioner Patel: Nos

Commissioner Katz: No

Commissioner Morgan: No

There being no public comments, the motion failed by 4 to 1 vote.

It was moved by Commissioner Lewis and second by Commissioner Morgan to enter into Executive Session to discuss the character, professional competence, or physical or mental health of a person. There being no public comments, the motion passed by unanimous vote.

The Executive Session ended at 9:10 a.m.

The Board agreed to hold a meeting of the Executive Committee as stated in the Succession Plan. The meeting will be held Friday, January 19, 2024, at 8:30 a.m. in the GAEDA Conference room located at 201 Johnston Street, Suite 601, Alexandria, LA 71301.

The Board further agreed to tentatively hold a Strategic Retreat on Saturday, February 17, 2024, from 9 a.m. to 1:00 p.m. The meeting date and time is subject to change if a facilitator is unavailable for February 17, 2024.

There being no further business to come before the Board, the meeting was adjourned at 9:20 a.m.