

**COOPERATIVE ENDEAVOR AGREEMENT BETWEEN
THE GREATER ALEXANDRIA ECONOMIC DEVELOPMENT AUTHORITY**

and

THE ALEXANDRIA/PINEVILLE CONVENTION AND VISITORS BUREAU

This Cooperative Endeavor Agreement (“**Agreement**”) is entered into effective the __ day of March, 2024, by and between The Alexandria/Pineville Convention and Visitors Bureau, a Louisiana nonprofit Corporation, represented herein by Katy Vanderlick , Executive Director (the “**Recipient**”); and the Greater Alexandria Economic Development Authority, a political subdivision of the State of Louisiana, represented herein by Ms. Angela Varnado, its Executive Director, duly authorized to act herein (“**GAEDA**”).

RECITALS:

WHEREAS, Article VII, Section 14(C) of the Constitution of the State of Louisiana provides that “For a public purpose, the state and its political subdivision...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual;”

WHEREAS, a purpose of GAEDA is to encourage and promote the economic development of the City of Alexandria, which includes all projects suitable to any industry determined by GAEDA to create economic development, including without limitation, projects to assist motels, hotels, conference facilities, places of entertainment, and any tourism related industry (La. Rev. Statute 33:2740.60);

WHEREAS, GAEDA is authorized to enter into joint service agreements or cooperative endeavors with other governmental agencies and political subdivisions for a public purpose; and

WHEREAS, the agreement will enable GAEDA to utilize Placer Labs, Inc. which analyzes foot traffic and creates consumer profiles to make marketing and ad spending decisions;

WHEREAS, GAEDA will have access to geolocation and proximity data collected from devices that are enabled to share that information;

WHEREAS, GAEDA has a reasonable expectation of receiving value that is equivalent to or greater than the consideration described in this Agreement and this collaborative effort shall yield benefits; and

WHEREAS, the parties agree the obligations and terms of this Agreement will further the purposes of the Greater Alexandria Economic Development Authority and the Alexandria/Pineville Convention and Visitors Bureau;

WHEREAS, the expenditure of public funds pursuant to this Agreement is not a gratuitous donation.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, it is agreed by and between the parties as follows:

SCOPE OF AGREEMENT

This Agreement shall be effective for one (1) year. The parties are under no obligation to renew this Agreement for future years, but may do so if agreed and duly authorized by both parties in writing.

OBLIGATIONS OF THE PARTIES

1. The Recipient hereby agrees to and authorizes GAEDA to have full, unlimited access to Placer Labs, Inc.
2. GAEDA shall pay the sum of Sixteen Thousand Five Hundred (\$16,500.00) to Recipient to be used to offset the annual fee associated with the Placer Labs, Inc. subscription.
3. GAEDA shall abide by all terms and conditions (including, without limitation, restrictions and limitations) that apply to the Recipient.
4. GAEDA shall have unlimited access to Placer Labs, Inc services, subject to all such terms and conditions.
5. GAEDA shall not use the services for any purpose other location services, foot traffic data and any other purposes specifically expressed.
6. Recipient and GAEDA must not share access to the Services with any other third parties.

MUTUAL AND RECIPROCAL BENEFIT

The Greater Alexandria Economic Development Authority and the Alexandria/Pineville Convention and Visitors Bureau acknowledge and agree that the obligations and agreements of each are in consideration of the obligations and agreements of each other and are of mutual value.

FUNDING REQUIREMENTS/LIMITATIONS

GAEDA reserves the right to discontinue, modify, or withhold any payments to be made or to require a total or partial refund of any payments if, in GAEDA's sole discretion, GAEDA determines that (i) Recipient has not fully complied with the terms and conditions of this Agreement; or (ii) this Agreement fails to comply with the requirements of any law or regulation.

INDEMNIFICATION

Recipient shall indemnify, defend and save harmless GAEDA (and its agents, commissioners, independent contractors, or employees) from and against all claims, demands, losses, liabilities, causes of actions, damages, suits and judgements or awards of any money accruing in favor of any party against GAEDA (or its agents, commissioners, independent contractors, or employees) growing out of or resulting from, or by reason of (i) any act and/or omission of Recipient (or its agents, independent contractors or employees), or any participant in or spectator of the Event; (ii) the Event; or (iii) this Agreement. Such indemnification shall include GAEDA's fees and costs of litigation, including, but not limited to, reasonable attorney's fees.

ADDITIONAL OBLIGATIONS OF THE RECIPIENT

The Recipient additionally agrees to:

- a) Maintain financial records and supporting documentation applicable to this Agreement for a period of three years, except records that are subject to audit shall be retained for three years after all questions raised by the audit have been resolved;
- b) Make all records and supporting documentation applicable to this Agreement available for inspection or audit by representatives of GAEDA after reasonable notice;
- c) Furnish GAEDA such statements, records, reports, data, and information, as GAEDA may reasonably request, pertaining to matters relating to this Agreement;
- d) Refrain from using any of the funds provided under the terms of this Agreement for any partisan or political activity, to further the election or defeat of any candidate for public office, or for any purpose not expressly approved pursuant to this Agreement;
- e) Immediately return to GAEDA any funds advanced by GAEDA pursuant to this Agreement that are not used in strict accordance with the provisions of this Agreement; and
- f) Ensure that the funds are spent for purpose specifically expressed herein.

ASSIGNABILITY

This Agreement may not be assigned nor transferred.

SEVERABILITY

If any provision or item of this Agreement or the application thereof is held invalid, such invalidity shall not affect other provisions, items or applications of this Agreement which can be given effect without the invalid provisions, items or applications and to this end the provisions of this Agreement are hereby declared severable.

DISCRIMINATION CLAUSE

The Recipient agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Opportunity Act of 1972, Federal Executive Order 11246, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, as amended, the Age Act of 1975, as amended, and Recipient agrees to abide by the requirements of the Americans With Disabilities Act of 1990, as amended. The Recipient agrees not to discriminate in its employment practices, and will perform its obligations under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities. The Recipient acknowledges and agrees that any act of unlawful discrimination committed by Recipient, or any other failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

ENTIRE AGREEMENT; MODIFICATION

This Agreement, including any attachments that are expressly referred to in this Agreement, contains the entire agreement between the parties and supersedes any and all agreements or contracts previously entered into between the parties. No representations were made or relied upon by either party, other than those that are expressly set forth. This Agreement may be modified or amended at any time by mutual consent of the parties, provided that, before any modification or amendment shall be operative and valid, it shall be reduced to writing and signed by both parties.

CONTROLLING LAW

The validity, interpretation, and performance of this Agreement shall be controlled by and construed in accordance with the laws of the State of Louisiana.

RELATIONSHIP BETWEEN THE PARTIES

The relationship between the Recipient and GAEDA shall be, and only be, that of an independent contractor and Recipient shall not be construed to be an employee, agent, partner of, or in joint venture with, GAEDA.

THE GREATER ALEXANDRIA ECONOMIC
DEVELOPMENT AUTHORITY

BY: _____
Angela Varnado, Executive Director

Katy Vanderlick represents and warrants to GAEDA that she is the Executive Director of the Louisiana Convention & Visitors Bureau and that she has been duly authorized to enter into and execute this Agreement on its behalf.

Alexandria/Pineville Convention & Visitors Bureau

BY: _____
Katy Vanderlick, Executive Director

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

Minutes: Meeting of Monday, February 19, 2024

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

Absent: None

The monthly meeting of the Greater Alexandria Economic Development Authority's Executive, Administration and Legal Committee was called to order by Commissioner Snow at 4:10 p.m. Legal Counsel called the roll. A quorum was present.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to recommend approval of the January 2024 Draft Financial Statements. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to recommend ratifying payment of the January 2024 Legal Bill. There being no public comments, the motion was passed by unanimous vote.

It was moved by Commissioner Lewis and seconded by Commissioner Katz to recommend ratifying payment of the January 2024 Accounting Bill. There being no public comments, the motion was passed by unanimous vote.

Item 4 and Item 5 were pulled from the agenda.

There being no further business to come before the Committee, the meeting was adjourned at 4:12 p.m.

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

Minutes: Meeting of Monday, February 19, 2024

Present: Dr. Curtis Lewis, Chair; Ms. Candice Cheney

Absent: Mr. Chris Patel

The monthly meeting of the Greater Alexandria Governmental Relations Committee was called to order by Commissioner Lewis at 4:12 p.m. Legal Counsel called the roll. A quorum was present.

There being no business to come before the Committee, the meeting was adjourned at 4:12 p.m.

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

Minutes: Meeting of Monday, February 19, 2024

Present: Dr. Curtis Lewis; Mr. Ronald Morgan

Absent: Mr. John Carroll, Chair None

The monthly meeting of the Greater Alexandria Economic Development Authority's Capital Projects Committee was called to order by Commissioner Lewis at 4:12 p.m. Legal Counsel called the roll. A quorum was present.

There being no business to come before the Committee, the meeting was adjourned at 4:13 p.m.

**Greater Alexandria Economic Development Authority
Regular Meeting**

Minutes: Meeting of Monday, February 19, 2024

Present: Mrs. Trayce Snow, Chair; Dr. Curtis Lewis, Vice-Chair; Mrs. Paula Katz;
Secretary/Treasurer; Ms. Candice Cheney; Mr. Ronald Morgan

Absent: Mr. John Carroll, Mr. Chris Patel

The monthly regular meeting of the Greater Alexandria Economic Development Authority was called to order by Commissioner Lewis at 4:15 p.m. Legal Counsel called the roll. A quorum was present.

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

It was moved by Commissioner Lewis and seconded by Commissioner Katz to approve the Compensation Package and Contract for the Executive Director. A discussion was held. There being no further public comments, a roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Lewis: Yes

Commissioner Katz: Yes

Commissioner Cheney: Yes

Commissioner Carroll: Absent

Commissioner Patel: Absent

Commissioner Morgan: Yes

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

Item #3 a 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, was pulled from the agenda.

It was moved by Commissioner Cheney and seconded by Commissioner Katz to approve a Cooperative Endeavor Agreement with the Louisiana Beauticians & Barbers Association, Inc. in the amount of Three Thousand Dollars (\$3,000) for advertisement and marketing and furthermore to approve Five Thousand Dollars (\$5,000) for meals at the 77th Conference, Tradeshow & Education “Mastering Trends for Beauty Industry Success” to be held April 13, 2024. A discussion was held. There being no further public comments, a roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Lewis: Yes

Commissioner Katz: Yes

Commissioner Cheney: Yes

Commissioner Carroll: Absent

Commissioner Patel: Absent

Commissioner Morgan: Yes

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 recommend a grant request from Glass Act Recycling for the Love the Boot Bonanza to be held April 27, 2024. A discussion was held. There being no further public comments, a roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Lewis: Yes

Commissioner Katz: Yes

Commissioner Cheney: Yes

Commissioner Carroll: Absent

Commissioner Patel: Absent

Commissioner Morgan: Yes

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 with 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. A discussion was held. There being no further public comments, a roll call vote was as follows:

Commissioner Snow: Yes

Commissioner Lewis: Yes

Commissioner Katz: Yes

Commissioner Cheney: Yes

Commissioner Carroll: Absent

Commissioner Patel: Absent

Commissioner Morgan: Yes

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

Legal Counsel commented on the UCORE the response from the Attorney General's Office (AG) regarding the UCORE Cooperative Endeavor. A discussion was held.

There being no further business to come before the Board, the meeting was adjourned at 5:00 p.m.

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

Minutes: Meeting of Tuesday, February 13, 2024

Present: Mr. Chris Patel, Chair; Mr. Ronald Morgan

Absent: Mr. John Carroll

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

It was moved by Commissioner Morgan and seconded by Commissioner Patel to recommend a grant request from 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. A discussion was held. There being no further discussion, the motion passed by unanimous vote.

It was moved by Commissioner Morgan and seconded by Commissioner Patel to not recommend a grant request from Glass Act Recycling in the amount of Seven Thousand Dollars (\$7,000) for the Love the Boot Bonanza to be held April 27, 2024. . A discussion was held. There being no further discussion, the motion passed by unanimous vote.

Item #3, a motion to consider a grant request from Horse Power Promotions in the amount of Twenty-Five Thousand Dollars (\$25,000) for the Gary Allan concert to be held April 20, 2024, was pulled from the agenda at the applicant’s request.

It was moved by Commissioner Patel and seconded by Commissioner Morgan to recommend approval of 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. A discussion was held. There being no further discussion, the motion passed by unanimous vote.

The Acting Executive Director commented that she is currently in discussions with the CVB with regards to obtaining software that would capture the Economic Impact on events and projects GAEDA funds. A discussion was held.

There being no further business to come before the Committee, the meeting was adjourned at 9:16 a.m.

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

Minutes: Meeting of Friday, February 16, 2024

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

Absent: None

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

It was moved by Commissioner Morgan and seconded by Commissioner Patel to recommend a grant request from 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. A discussion was held. There being no further discussion, the motion passed by unanimous vote.

It was moved by Commissioner Morgan and seconded by Commissioner Patel to not recommend a grant request from Glass Act Recycling in the amount of Seven Thousand Dollars (\$7,000) for the Love the Boot Bonanza to be held April 27, 2024. . A discussion was held. There being no further discussion, the motion passed by unanimous vote.

Item #3, a motion to consider a grant request from Horse Power Promotions in the amount of Twenty-Five Thousand Dollars (\$25,000) for the Gary Allan concert to be held April 20, 2024, was pulled from the agenda at the applicant’s request.

It was moved by Commissioner Patel and seconded by Commissioner Morgan to recommend approval of 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. A discussion was held. There being no further discussion, the motion passed by unanimous vote.

The Acting Executive Directr commented that she is currently in discussions with the CVB with regards to obtaining software that would capture the Economic Impact on events and projects GAEDA funds. A discussion was held.

There being no further business to come before the Committee, the meeting was adjourned at 9:16 a.m.



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

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

Mr. Ronald Morgan
Mr. John Callis
Mr. Greg Upton

GAEDA COMMITTEE MEETINGS AGENDA

Tuesday, March 19, 2024 ~ 8:00 a.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

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

1. Motion to recommend approving the December 2023 Financial Statements. **Public Comments**
2. Motion to recommend approving the January 2024 Financial Statements. **Public Comments**
3. Motion to recommend approving the February 2024 Financial Statements. **Public Comments**
4. Motion to recommend accepting the Annual Audit report presented by Oestriecher & Company CPAs. for the year ended December 31, 2023 - **Public Comments**
5. Motion to recommend changing the GAEDA Committee Meetings from the 3rd Tuesday of the month to the 2nd Tuesday of the month at 3p.m. in the GAEDA Conference Room. - **Public Comments**
6. To hear public comments.

Governmental Relations Committee

Mr. John Carroll, Chair; Mr. Greg Upton, Mr. John Callis

1. To hear public comments.

Capital Projects Committee

Mr. Ronald Morgan, Chair; Chris Patel; Mr. Greg Upton

1. To hear a presentation regarding the Masonic Drive project from Mr. Keith Hillman of Meyer, Meyer, Lacroix & Hixson.
2. Discussion to instruct the committee to identify potential projects for GAEDA.
3. To hear public comments.

Economic Development Committee

Mrs. Paula Katz, Chair; Mr. Ronald Morgan; Mr. Chris Patel; Mr. John Carroll

1. To hear a presentation on Implan Economic Impact Data and Analytical Applications.
2. To hear a presentation on Placer.ai: Location Intelligence & Foot Traffic Data Software
3. 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**
4. To hear discussion regarding the Attorney General’s opinion, opining that GAEDA does not have authority.
5. To hear discussion regarding modifications to the Grant/Funding process.
6. To hear public comments

Operations & Human Resource Committee

Mr. Ronald Morgan, Chair, Chris Patel, Mr. John Callis

1. To hear public comments



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

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

Mr. Ronald Morgan
Mr. John Callis
Mr. Greg Upton

REGULAR MEETING AGENDA

Tuesday, March 19, 2024 ~ 8:15 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**
- G. Election of Officers**

- 1) Motion to approve the March 2024 Consent Agenda:
 - a) Motion to approve the February 19, 2024 Meeting Minutes-**Public Comments**
 - b) Motion to approve the February 2024 Financial Statements-**Public Comments**
- 2) Motion to approve the February 13, 2024 Meeting Minutes-**Public Comments**
- 3) Motion to approve the February 16, 2024 Meeting Minutes – **Public Comments**
- 4) Motion to approve the December 2023 Financial Statements. **Public Comments**
- 5) Motion to approve the January 2024 Financial Statements. **Public Comments**
- 6) Motion to approve the February 2024 Financial Statements. **Public Comments**
- 7) Motion to change the GAEDA Committee Meetings from the 3rd Tuesday of the month to the 2nd Tuesday of the month at 3p.m. in the GAEDA Conference Room. - **Public Comments**
- 8) Motion to accept the Annual Audit report presented by Oestriecher & Company CPAs.

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

for the year ended December 31, 2023 - **Public Comments**

- 9) 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**

- 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!**