

Central St. Landry Economic Development District

Board Meeting

Meeting Date and Time: March 9, 2023 @ 8:30 am

Meeting Place: 5367 I-49 S. Service Road, Opelousas LA

AGENDA

- ❖ Welcome
- ❖ Pledge
- ❖ Roll Call
- ❖ CSLEDD Business Recognition Program – Petsense by Tractor Supply
- ❖ Approval of the February 9, 2023, Board Meeting Minutes
- ❖ Financial Report
- ❖ Committee Reports
 - Marketing and Communications
 - Land Use
 - District Expansion
- ❖ Old Business
 - Sewer Project Update
 - Vegetation Maintenance/Litter Abatement Update
 - Judson Walsh Mural Update
 - I49/190 Hamilton Oak Mural
 - Bridge Rail Repair Update
 - Guilbeau/Granger Estate Negotiations
 - Equine Sales Facility Considerations
 - Réserve Naturelle de la Paroisse de Saint Landry
 - Monica/OSC Considerations
 - Traffic Impact Analysis, Feasibility, and Design Layout - Neel Shafer
 - Retail Strategies
- ❖ New Business
 - Direct Solutions – Nick Gautreaux

The following members were present in person: Frank “Buddy” Helton, Senic Batiste, Dr. Derek Metoyer, Rod Sias and Yvonne Normand

The following members were absent: Ammy Taylor, Tina Vadrine

The following members were present virtually:

The following non-voting members were present in person: Bill Rodier (CEO of SLED), Janece Riser (SLED), Teresa Reaves (SLED)

The following non-voting members were absent: Julius Alsandor (Mayor), Jessie Bellard (Parish President), and Jerry Red Jr., (Parish Council Chair)

The following guests were present in person: Mr. William Jarrell, Mr. Chad Boyer, Ms. Rachel Hebert, Caroline Hebert, Don Hebert

The following guests were present virtually: Lyndsey Bailey and Harlan Winn of Retail Strategies

It was determined that a quorum was present.

Chairman Helton recognized the guests, thanked everyone for their time, and opened the meeting at 8:37 AM.

CSLEDD Business of the Month – Petsense by Tractor Supply Chairman Helton announced the business of the month as Petsense by Tractor Supply. Store Manager Rachel Hebert was present to accept the award. Petsense has been in business since 2017 and Rachel has been manager since 2019. Rachel advised that she received the award for Store Manager of the Year from her company at their yearly conference just a few weeks ago for showing the most growth in the entire chain.

Approval of February 9th, 2023, Minutes: A motion was made to accept the February minutes as submitted by Senic Batiste. The motion was seconded by Mr. Rod Sias. Motion carried without objection.

Financial Report: Buddy Helton gave the financial report in the absence of the treasurer Tina Vidrine stating it was a straightforward month. Chairman Helton reported that collections were up 19% from last month and 17.5% from last year.

Committee Reports:

Marketing and Communications: Mrs. Teresa Reaves reported that the Facebook page is doing well. Ms. Janece Riser reported that she, Teresa Reaves, and Ammy Taylor met this week and have a plan going forward through the month.

Land use: The next phase in the I-49 Midway Corridor project is having a Planning Commission is put into place as directed by the attorneys. Mr. Bill Rodier reported that there is a state law that dictates that every parish must have a planning commission. Presently, St. Landry Parish does not have one. A conversation needs to be had with the Parish President to get the process started. The appointed Planning Commission would oversee putting the parameters in order and would be the entity to enforce the rules. Discussion ensued.

District Expansion: Mr. Senic Batiste reported that there was no resolution from the meeting with the DDD. Conversation ensued. Mr. Senic Batiste and his committee recommend moving forward to expand the district down Creswell Ave. Further conversation ensued.

Old Business:

Sewer Project Update: Mr. William Jarrell gave an update on the project. A notice to proceed has not been issued yet. The project drawings are being submitted currently and when they are approved, the

notice to proceed will be submitted. The drawings review should be completed by the middle of next week. Conversation and questions ensued.

Vegetation Maintenance / Litter Abatement Update: Ms. Janece Riser reported that the grass cutting and litter abatement project has begun for the Spring-Summer. She also reported that she obtained the name of the owner of the property behind the strip mall next to Walmart. Discussion ensued. Chairman Helton reported that last year we were in a contract with AOK Tree services for maintaining the areas along I-49 / I-90 Interchange. He requested that Janece contact AOK to get that work started. He also explained the need to stay abreast of when the herbicide treatments along the corridor as well as at the wastewater treatment plant.

Judson Walsh Mural Update: Chairman Helton reported that the area to be painted has been primed. The artist is waiting for the stencils to proceed.

I-49/I-90 Hamilton Oak Mural: Chairman Helton reported that the final rendering has been completed. He also reported that he received clarification that the artist will provide maintenance for ten years which includes once a year soft wash and touch up. Chairman Helton pointed out that it will be colorized, and the artist did change the wording as requested to include St. Landry Parish Equine Capital of Louisiana. The artist also changed the depiction of a calf roper to a steer wrestler because St Landry Parish is home to a three-time World Champion Steer Wrestler named Steve Duhon from Lewisburg, Louisiana. A motion was made by Dr. Metoyer to move forward with the project at \$53,025.00. of which a third is due initially and the remaining two thirds is due on completion. A second to the motion was made by Yvonne Normand. The motion carried without objection.

Bridge Rail Repair Update: Chairman Helton reported that when the board last met there were questions about responsibility of the upkeep and repair of the bridge going forward. He confirmed that there will be no issues going forward and that the replacement responsibility will not fall on CSLEDD. There was also a question regarding theft and damaged equipment. CSLEDD is excluded from this clause as this is a one-day job. Chairman Helton confirmed that the quote remains at \$11,325.00. A motion was made by Yvonne Normand to move forward with the project. A second to the motion was made by Dr. Derek Metoyer. The motion was carried without objection.

Guilbeau/Granger Estate Negotiations: Chairman Helton reported that the negotiations have started with the property owners. There are multiple property owners involved. Mr. Bill Rodier reported that the next steps would be to get a sales agreement and an appraisal. A motion was made to move forward with the project by making an offer of \$62,000.00 an acre and to include paying for the costs of the survey and appraisal by Yvonne Normand and seconded by Dr. Derek Metoyer. The motion carried without objection.

Equine Sales Facility considerations: Chairman Buddy Helton and Mr. Rodier met via teleconference with Charlie Kolarick with Populus and were presented with some possible options as related to equine sales and enhancements possibilities including building additions of equine sales with the adjacent property. Mr. Bill Rodier reported that he had a meeting with BBR Creative Marketing Firm regarding a branding package and advertising plan for the parish being named the Equine Capital of Louisiana. Equine sales are the cornerstone of equine branding. Discussion ensued. It was decided to do the due diligence process and re-address this at the next meeting.

Reserve Naturelle de la Paroisse de Saint Landry: Chairman Helton reported that Mr. Bill Rodier has been the liaison between Our Saviors Church and the property owned by Cypress Lakes, LLC. Bill Rodier gave an update. Discussion ensued. Ms. Yvonne Normand made a motion to make an offer of \$3,500.00 acre to Our Saviors church and \$3,500.00 an acre to Cypress Lakes, LLC, and \$20,000 an acre on the top area that would be a parking lot near the trail head contingent on identifying the access point and feasibility of the trail head. The motion was seconded by Rod Sias. The motion carried without objection.

Retail Strategies Update: Lyndsey Bailey and Harlan Winn of Retail Strategies updated the board with some interested retailers and restaurants which they are consulting with regarding spaces available in our area.

New Business:

Direct Solutions – Nick Gautreaux: Mr. Bill Rodier reported on Direct Solutions and presented the possibility of CSLEDD taking over the payment of Direct Solutions, if not all, at least part. The reason being that the majority of the projects that Nick is working on are for CSLEDD. Chairman Helton also spoke about the political processes that Direct Solutions does for CSLEDD. Questions and discussion ensued. A committee will be set up to discuss what our expectations are. The Committee will be Senic Batiste, Rod Sias, and possibly Tina Vidrine.

Adjourn: A motion to adjourn was made by Yvonne Normand and Seconded by Rod Sias. Motion carried. Meeting adjourned at 11:28 AM.


Secretary


Chairman