

MINUTES

BOARD OF TRUSTEES
JEFFERSON PARISH FINANCE AUTHORITY

REGULAR MEETING
JOSEPH S. YENNI BUILDING
1221 ELMWOOD PARK BOULEVARD
COUNCIL CHAMBERS - SECOND FLOOR
JEFFERSON, LOUISIANA 70123

Monday, August 1, 2022
10:30 A.M.

The Regular Meeting of the Board of Trustees of the Jefferson Parish Finance Authority was held on Monday, August 1, 2022, 10:30 A.M., Joseph S. Yenni Building, 1221 Elmwood Park Boulevard, Council Chambers, Second Floor, Jefferson, Louisiana 70123.

Mr. Gregory Faia, Chairman, called the meeting to order at 10:30 A.M. **Members Present:** Mr. Jackie Berthelot, Ms. Sally F. Bourgeois, Mr. Gregory Faia, Mr. Frank L. Muscarello, Ms. Marcy Planer, Ms. Carol Smith, and Ms. Elizabeth R. Strohmeyer. **Absent:** Mr. Dennis DiMarco

Others Attending:

NAME	FIRM
Lauren Ruppel	Executive/Marketing Director
Shaun Toups	Government Consultants of Louisiana
Angela Fyssas-Lear	Hancock Whitney Bank
Kent Schexnayder	Sisung Securities

Attending via

Teleconference:

	FIRM
Provino Mosca	General Counsel
Betty Earnest, Esq.	Becknell Law Firm

The meeting opened with the Pledge of Allegiance and Invocation.

APPROVAL OF MINUTES

Motion was offered by Mr. Frank Muscarello, seconded by Ms. Sally Bourgeois, to approve the Jefferson Parish Finance Authority Minutes of July 18, 2022.

YEAS: (6)

NAYS: (0)

ABSENT: (2)

Mr. Dennis DiMarco
Ms. Carol Smith

Motion carried unanimously.

TREASURER'S REPORTS / RECOMMENDATIONS

Motion was offered by Mr. Jackie Berthelot, seconded by Ms. Elizabeth Strohmeyer, to approve JPFA Expenses Totaling \$30,165.31.

YEAS: (6)

NAYS: (0)

ABSENT: (2)

Mr. Dennis DiMarco
Ms. Carol Smith

Motion carried unanimously.

PUBLIC ADDRESSES TO THE BOARD - There were no Public Addresses to the Board.

COMMITTEE REPORTS

Advertisement and Marketing Committee -

There were 4 communications from July 18, 2022 – July 29, 2022. Report on file.

GENERAL REPORTS

Executive/Marketing Director Report (Lauren Ruppel)

Ms. Ruppel informed the Board that they can find copies of the June Financial Reports, Remittance of fees from CAFA loans closed under the CAFA Gold 100 and CAFA Eustis Edge programs, and her business card in their folders. She also created a digital card that she will text to everyone after today's meeting.

Ms. Ruppel reported that updated program flyers will be available for review this week. These flyers will be utilized on the JPFA website, at presentations, and can also be sent via e-mail.

Ms. Ruppel reported that she met with Ms. Michelle Tuggle, Digital Media Consultant at NOLA.com. Ms. Tuggle prepared a digital marketing campaign recommendation for the remainder of 2022 going into 2023. Ms. Ruppel recommends that the Advertising and Marketing Committee schedule a meeting to discuss the budget and action items for the remainder of 2022.

Ms. Ruppel updated JPFA's Google Business Profile (JPFA logo, phone number, business hours, and the JPFA business statement). Mr. Berthelot and Ms. Ruppel discussed a 1-star business review that posted on Google. The post was unrelated to the Authority's line of business, and she submitted a request to remove the review. She was also able to add her contact information and answer a question posted on the Authority's profile. Ms. Ruppel will monitor and manage the profile page going forward.

Ms. Ruppel reported that she attended the Chamber of Commerce Mayoral Luncheon at the Metairie Country Club. The panel consisted of local mayors from Gretna, Harahan, Westwego, Grand Isle, and Chief Conley of the Kenner Police Department. This event served as a networking opportunity for business locals as well as an opportunity to hear from the panel leaders on progress and opportunities in their respective areas. Many items were discussed including the top areas of focus and challenges their municipalities are facing. She will continue to look for opportunities to attend other events.

Ms. Ruppel reminded the Board to take the Annual Ethics and Sexual Harassment trainings before the end of the year.

Financial Advisor Report (Government Consultants of Louisiana)

Mr. Toups reported that he and his team are running numbers to see if the Authority can offer better rates.

There was discussion about remarketing the Heroes to Homeowners program and offering the program to everyone that utilizes a JPFA program.

Mr. Faia announced that Ms. Carol Smith is present at the meeting. Ms. Ruppel documented her arrival time at 10:44 AM.

There was discussion about partnering with Jefferson Parish Community Development.

Bond Counsel Report (Becknell Law Firm)

Ms. Earnest reported that if people watch the market, it looks like the interest rates will increase. Ms. Earnest believes that even though the Authority's interest rates are like other programs out there, the Authority's programs are still more attractive. Ms. Earnest believes that the Authority should market the programs more.

Underwriters Report (Stifel, Nicolaus & Company) (Sisung Securities)

Mr. Schexnayder reported that he has been working with Mr. Toups and Mr. Riffle to try and lower the rates. He is hoping to be able to present to the Board in the next couple of weeks.

APPROVALS -

A motion was offered by Mr. Frank Muscarello, seconded by Ms. Carol Smith, to authorize the Trustee to transfer an amount not to exceed \$147,380.00, from either the Jefferson Parish Finance Authority's Residual Account (# ending in 1991) or Dedicated Account (# ending in 1016). Said transfers shall be into The Authority's Checking Account (# ending in 6365) in connection with funding the operating expenses of The Authority. Said operating expenses have already been approved via Board Resolution adopted the 6th day of December 2021.

The foregoing motion having been submitted to a vote; the vote thereon was as follows:

**YEAS: (7) NAYS: (0) ABSTAIN: (0) ABSENT: (1)
Mr. Dennis DiMarco**

The motion was declared to be adopted on this, the 1st day of August 2022.

NEW BUSINESS -

Mr. Berthelot thanked Mr. Faia for appointing him to the Advertising and Marketing Committee. He stated that he would like to try to have one realtor luncheon by the end of this year. He would like to begin looking at 2023 and have two luncheon next Spring. He would like to schedule an Advertising and Marketing Committee and he wants Ms. Strohmeyer to attend because she is a realtor, and she will be instrumental with helping him get attendees to the luncheon. Mr. Berthelot stated that he is looking to schedule that luncheon for October 28, 2022, on the Westbank. He states that Mayor Melinda Constant has agreed to be the keynote speaker. He will also invite Jefferson Parish Councilman Ricky Templet and Councilman Marion Edwards. Mr. Berthelot and the other Advertising and Marketing Committee members agreed to schedule a meeting on Thursday, August 11, 2022, at 1:00 PM. He will contact the committee members to let them know the meeting location.

Motion was offered by Mr. Gregory Faia, seconded by Ms. Sally Bourgeois, to adjourn the August 1, 2022, Board of Trustees of the Jefferson Parish Finance Authority meeting.

**YEAS: (7) NAYS: (0) ABSENT: (1)
Mr. Dennis DiMarco**

Motion carried unanimously.

The August 1, 2022, Board of Trustees of the Jefferson Parish Finance Authority meeting adjourned at 11:17 A.M.