

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, April 3, 2023
10:30 A.M.

The Regular Meeting of the Board of Trustees of the Jefferson Parish Finance Authority was held on Monday, April 3, 2023, 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 10:35 A.M. **Members Present:** Ms. Sally F. Bourgeois, Mr. Dennis DiMarco, Mr. Gregory Faia, Mr. Frank L. Muscarello, Ms. Marcy Planer, and Ms. Elizabeth R. Strohmeyer. **Absent:** Mr. Jackie Berthelot and Ms. Carol Smith

Others Attending:

NAME	FIRM
Lauren Ruppel	Executive/Marketing Director
Angela Fyssas-Lear	Hancock Whitney Bank
Kent Schexnayder	Sisung Securities

The meeting opened with the Pledge of Allegiance and Invocation.

ELECTION OF OFFICERS

Mr. Muscarello asked if there are any Board Members that is aspiring to be an officer. There was no answer.

Motion was offered by Mr. Frank Muscarello, seconded by Ms. Sally Bourgeois, that the slate of officers that the Authority now have be re-elected via acclamation.

YEAS: (6) NAYS: (0) ABSENT: (2)
Mr. Jackie Berthelot
Ms. Carol Smith

Motion carried unanimously.

APPROVAL OF MINUTES

Motion was offered by Mr. Frank Muscarello, seconded by Ms. Marcy Planer, to approve the Jefferson Parish Finance Authority Minutes of April 3, 2023.

YEAS: (6) NAYS: (0) ABSENT: (2)
Mr. Jackie Berthelot
Ms. Carol Smith

Motion carried unanimously.

TREASURER'S REPORTS / RECOMMENDATIONS

Motion was offered by Mr. Gregory Faia, seconded by Mr. Frank Muscarello, to approve JPFA Expenses Totaling \$2,909.93.

YEAS: (6)

NAYS: (0)

ABSENT: (2)

**Mr. Jackie Berthelot
Ms. Carol Smith**

Motion carried unanimously.

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

COMMITTEE REPORTS

Administrative Committee -

Mr. DiMarco, Committee Chair, asked Ms. Ruppel if she received anymore packets from applicants applying for the General Counsel position. Ms. Ruppel reported that she received one submission last week, so the total number of submissions received is two. She would like to extend the advertisement for the General Counsel position until April 24, 2023.

Motion was offered by Mr. Frank Muscarello, seconded by Mr. Dennis DiMarco, to amend the Agenda of April 3, 2023, to extend the advertisement for the General Counsel position until April 24, 2023.

YEAS: (6)

NAYS: (0)

ABSENT: (2)

**Mr. Jackie Berthelot
Ms. Carol Smith**

Motion carried unanimously.

Advertisement and Marketing Committee -

There were 12 communications from March 20, 2023 - March 31, 2023. Report on file.

GENERAL REPORTS

Executive/Marketing Director Report (Lauren Ruppel)

Ms. Ruppel reported that she would like to expound on the communications. There has been an increase in calls received in the office. She has been spending time talking to lenders about their challenges. What obstacles they are facing? Whose applying for loans? Where are they located? She is encouraged by the fact that there is a lot more activity and Spring-buying season could be impacting that. She is starting to join a lot of networking groups and she has been in contact with a lot more lenders and realtors. The Authority has a table at the Greater New Orleans Mortgage Lender Association coming up at the end of April, which is going to put the Authority in the room with an enormous amount of lenders and realtors. She cannot wait to meet them and continue to promote the Authority's programs.

Ms. Ruppel reported that the billboard is set to begin on April 10, 2023, and run through May 7, 2023. The billboard will be digital and located on the Westbank Expressway it faces eastbound traffic it is exposed to motorist crossing the Harvey Canal overpass towards Gretna and Algiers. It is the most common route for residents in this area with access to the Crescent City Connection and downtown New Orleans. With the digital billboard there a maximum of 8 advertiser which means the Authority will get over 13 hundred spots per day and they role 24/7. It's in high traffic areas where traffic begins to slow move or stand still throughout peak time. The impression are the minimum number of people that will see a specific spot in one-week. The location that she picked will generate about 256,000 impressions. The representative that she has been speaking with will give her some examples this week. Billboards will be added to the Communication Log, and she can also see on Google how many visits to the website has been generated. She will email the Board copies of the final artwork.

Ms. Ruppel reported that she attended the Elmwood Business Association meeting. They highlighted the Authority on their Facebook page. Dr. James Grey, Jefferson Parish Public Schools Superintendent he did a presentation, and she was able to meet with him and his team after the event. She has a meeting scheduled with their Human Resources team after Easter. She will be able to get the program information out to the schools by sending emails, fliers, and attending events. She will continue to report on progress and keep the Board updated.

Ms. Ruppel asked that if other Board Members would like to attend the NALHFA Conference to please let her know. She will also set up an itinerary and reach out to the Board Members that are attending.

Mr. Muscarello asked Ms. Ruppel that by the Authority being a public entity is there a way to get some advertisement for "Gratis" or for free. Ms. Ruppel said she knows that the Authority is exempt from sales tax, she will look into it.

Ms. Ruppel noted that Ms. Elizabeth Strohmeyer arrived at 10:45 A.M. to the meeting.

There was open discussion about property, fire, and flood insurance.

Motion was offered by Mr. Frank Muscarello, seconded by Ms. Elizabeth Strohmeyer, to adjourn the April 3, 2023, Board of Trustees of the Jefferson Parish Finance Authority meeting.

YEAS: (6)

NAYS: (0)

ABSENT: (2)

**Mr. Jackie Berthelot
Ms. Carol Smith**

Motion carried unanimously.

The April 3, 2023, Board of Trustees of the Jefferson Parish Finance Authority meeting adjourned at 11:04 A.M.