

**JEFFERSON PARISH FINANCE AUTHORITY
COMMITTEE MEETING MINUTES**

NAME OF COMMITTEE: Advertising and Marketing Committee Meeting

PLACE OF MEETING: Jefferson Parish Finance Authority,

1221 Elmwood Park Boulevard, 5th Floor Suite 505, Jefferson, LA 70123

DATE OF MEETING: Tuesday, November 21, 2023

COMMITTEE ATTENDEES: Mr. Jackie Berthelot, Ms. Sally Bourgeois, Ms. Elizabeth
Strohmeier, and Mr. Gregory Faia

NON-COMMITTEE ATTENDEES: Ms. Lauren Ruppel

PURPOSE OF MEETING: The purpose of the meeting is to discuss marketing and advertising
strategies for the 2023 Bond Program, the proposed 2024 Budget for advertising, and any other
related matters therein.

TIME MEETING CALLED TO ORDER: 11:00 A.M.

DISCUSSION: The committee reviewed the list of advertising and marketing sources in 2023
as well as discussed ideas for 2024. The Bond Program start date will determine how the budget
will be allocated.

RECOMMENDATIONS TO FULL BOARD: The Executive Director will utilize and
coordinate the meeting proposal and ideas as the bond program continues. See attachment.

TIME MEETING ADJOURNED: 11:38 AM

APPROVED BY:



**Jackie Berthelot
Committee Chair**