

JEFFERSON PARISH FINANCE AUTHORITY  
COMMITTEE MEETING MINUTES

NAME OF COMMITTEE: Advertising & Marketing Committee

PLACE OF MEETING: JPFA Conference Room, Yenni Building

DATE OF MEETING: Monday, March 25, 2024

COMMITTEE ATTENDEES: Ms. Sally Bourgeois, Ms. Judy Sullivan, Ms. Elizabeth  
Strohmeyer, and Mr. Gregory Faia

NON-COMMITTEE ATTENDEES: Ms. Lauren Ruppel

PURPOSE OF MEETING: The purpose of the meeting is to discuss marketing and  
advertising initiative for the JPFA's programs and any other matter related therein.

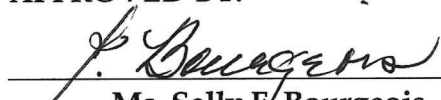
TIME MEETING CALLED TO ORDER: 1:03 pm

DISCUSSION: Ms. Bourgeois called the meeting to order, and a roll call was taken. The  
Committee acknowledged the new members of the committee and discussed how the  
committee works and some of the ideas that were discussed in the past. The Committee  
focused on finding ways the JPFA could share the program with the community through  
social media, playground signs, utility bills, the Personnel Department with the Parish,  
and others. Mr. Faia introduced the "Welcome to Jefferson" grant that would be issued  
to all those who use the program in Jefferson Parish.

RECOMMENDATIONS TO FULL BOARD: Ms. Ruppel will add the "Welcome to  
Jefferson" grant to the agenda on April 1st and prepare a resolution for the following  
meeting. Ms. Ruppel will also contact JPRD for placement of signs, potential advertising,  
tv, and sports ads as well as add a meeting to the calendar for Tuesday, April 23rd at  
1:00 pm to discuss progress prior to going to the NALHFA convention.

TIME MEETING ADJOURNED: 2:32 pm

APPROVED BY:

  
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Ms. Sally F. Bourgeois  
Advertising & Marketing Committee Chairwoman