

JEFFERSON PARISH FINANCE AUTHORITY

COMMITTEE MEETING MINUTES

NAME OF COMMITTEE: Advertising and Marketing Committee

PLACE OF MEETING: Jefferson Parish Finance Authority Conference Room

1221 Elmwood Park Boulevard, Suite 505, Jefferson, LA 70123

DATE OF MEETING: Tuesday, June 4, 2024

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

NON-COMMITTEE ATTENDEES: Ms. Lauren Ruppel

PURPOSE OF MEETING: : The purpose of the meeting was to discuss the plans for advertising for the third quarter and any other matters therein.

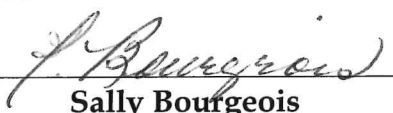
TIME MEETING CALLED TO ORDER: 1:16 p.m.

DISCUSSION: Meeting called to order and roll taken at 1:16 p.m. The Committee discussed the signage for the playgrounds and determined the options still needed to be revised. The CEA between the JPFA and JPRD is on the Council's agenda for July 12th, so there is time for additional revisions. Ms. Ruppel updated the Committee on meetings held for Rising Oaks with Habitat for Humanity as well as other meetings and events on her calendar. Discussion was also held to determine the next steps for Gretna water bills, advertising in newspapers, realtor offices, elevators, and with the Parish.

RECOMMENDATIONS TO FULL BOARD: At this time, it was determined to continue the plan on items discussed and meet in August. Ms. Ruppel will provide updates in her reports at the regular scheduled Board Meetings.

TIME MEETING ADJOURNED: 2:30 PM

APPROVED BY:



Sally Bourgeois
Committee Member