

Minutes of the 8<sup>th</sup> Meeting of the Envision Jefferson 2020 Steering Committee  
January 10<sup>th</sup>, 2002 - 3:30 P.M.  
Select Properties Building  
2121 Airline Drive, Suite 600

Attendees:

*Steering Committee Members*

Lee Giorgio, Co-chair	Connie Casey	Kerri Becker
Cocie Rathborne, Co-chair	Ava Guidry	Lucien Gunter
Bruce O'Neil	Sharon Cross	Wayne Sandoz
Shirley Edwards	Ross Liner	Allen Hero
Erie Hebert	Vinicio Madrigal, M.D.	Donnie Wolfe
Joanne Mire		

*Jefferson Parish Officials*

Councilman District 6, Nick Giambelluca, Sr.  
Ed Durabb, Jefferson Parish Planning Director  
Dr. Terri Wilkinson, Senior Planner  
Shannon Burke, Planner

*University of New Orleans College of Urban and Public Affairs*

Timothy E. Joder, Director of Sponsored Research and Business Affairs  
Wendel P. Dufour Jr., Principal Planner  
Roxanne Brock, Research Associate

Mr. Joder opened the meeting by introducing Cindy McCrossen and Julia Taylor of McCrossen and Taylor to provide an overview of the public relations campaign for the upcoming District Workshops.

Ms. Taylor discussed how meetings had been scheduled on Saturday mornings and that all the dates and places for the meetings had been finalized. There had been a change to the location of the Oakwood district workshop from the Terry Town Senior Center to the West Bank Regional Library. She also stated that a letter from Tim Coulon had been sent to various business and civic groups inviting them to send participants to the district meetings and to nominate individuals to serve on the element committee. Ms. Taylor also noted that the chronic voter list would be used to notify citizens, and that planning team member Wendel Dufour is trying to determine the most feasible way to bring the list down to a manageable number. This number was based on the number of citizens who have voted in the last five elections. The issue of mail outs to these participants was discussed and Ms. Taylor suggested a self-mailer to make the process easier.

Ms. Taylor addressed the issue of the press conference. All local media were invited to the press conference. Media turnout was good and a follow up press release will be sent out to the media to update those who were unable to attend. As of next week, Ms. Taylor will be requesting airtime on talk radio or morning show interviews to heighten public awareness of the meetings and the need for public participation.

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Ms. Taylor stated that closer to the kick off for the meetings, McCrossen and Taylor will be working closely with the calendar editors of the print media to publish the time and place for all of the meetings.

Ms. Taylor then addressed the issue of billboards, noting that they are awaiting more information from several billboard companies on availability, but that based on previous experience, the cost of a billboard was generally about \$ 1,500 for thirty days. She also stated that the main goal of the billboard was to make people aware of the Website so that those not able to participate in the meetings could take the online community image survey. Ms. Taylor suggested that there should be at least one billboard on both the East and West Banks of the parish.

Steering committee Member Kerri Becker asked where the billboard would be located for the aforementioned price. Ms. Taylor replied that it was located on the approach to the Huey Long Bridge. Steering committee member Bruce O'Neil stated that he believed that the money could be spent somewhere else. Steering committee member Donnie Wolf asked that if the billboard just advertised the Website how could people access the site if they did not have a computer. Mr. Joder replied that 71 percent of American households are connected to the Internet and that the potential to reach people could increase the awareness of the plan as well as alerting the general public who could then call for more information.

Steering committee member Vinicio Madrigal, asked what information was obtained when a hit was recorded on the Website. Mr. Joder replied that the website only counts a hit, it does not record any information about the user.

Ms. Becker stated that she has visited the website and emailed questions on the comment section of the site and that Terri Wilkinson had answered her comments. Ms. Becker asked if a tally of the amount of hits could be recorded after the press conference.

Mr. Madrigal asked if information from the hit could be used to contact that particular person. Mr. Dufour replied that the only information the computer could receive was the IP address of the computer accessing the Website. Ms. Becker stated that the Website provides an information box that the user can fill in to obtain more information.

Mr. Joder then discussed the revised minutes based on comments from several steering committee members.

Mr. Joder then discussed the upcoming district workshops. Mr. Joder directed everyone to look at the district workshop format and agenda handout that was included in their packets. Mr. Joder stated that district workshops were scheduled on Saturdays from 9.00 a.m. to Noon, but that the Elmwood and Harvey Canal District Workshops were scheduled during the last week of January to avoid conflicts with Mardi Gras and the Super Bowl. Mr. Joder then explained each phase of the meeting.

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Mr. Joder commented that the first phase consists of the community image survey. There are 40 slides of which 36 are generic and applicable to the entire parish and four are district specific for each meeting. Due to combined workshops, the district specific slides may be combined into one presentation.

Mr. Joder then discussed the land use session, noting that it will last an hour and participants will be seated at tables with a facilitator, enabling them to discuss various land use related issues that will impact their area. Mr. Joder continued that the facilitator will record the information, and that a land use map will be available on the table so that the participants can see land use practices in their area. Mr. Joder noted that after the discussion, a citizen from each table would present a summary of that tables concerns and issues to the larger group.

Mr. Joder then briefly discussed the transportation session that will be conducted by Burk-Kleinpeter, Inc. Mr. Joder noted that they will use several methods to hold the attention of the participants.

Ed Durabb, Jefferson Parish Planning Director, added that participants would receive a follow up thank you letter following the conclusion of each district workshop that includes a complete summary of the land use issues discussed.

Jefferson Parish Councilman Nick GiambelUCA thanked the committee for inviting him to attend the steering committee meeting and pledged his support for the plan, especially since several of the planning districts are part of the council district that he represents.

Steering committee member Lucien Gunter asked how important it was that participants who attend the meeting actually live in that area. Mr. Joder replied that those who live or work in the area should attend because they know that area best. However, citizens would not be excluded from meetings if they don't live or have a business in that area.

Mr. Joder and Mr. Durabb informed the committee that a facilitator training session for the meetings would be held on Tuesday, January 15<sup>th</sup>, to ensure that any questions or concerns on the part of the facilitators are answered thoroughly. They noted that Jefferson parish planners and selected CUPA staff and graduate students would act as the facilitators.

Ms. Becker inquired if Mike Miley playground had enough room for the February 23<sup>rd</sup> meeting. Mr. Joder responded that McCrossen and Taylor would verify that the size of the room is adequate.

Steering committee member Erie Hebert asked what are the criteria to measure the success of the meetings. Mr. Joder stated that the level of attendance is the number one criteria, but that the extent of the discussion during the meetings will also be an important

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determinant. Mr. Durabb added that one major concern is that citizens will be reticent about speaking or participating during the meeting. He noted that the workshops are very interactive and hands-on, allowing citizens an opportunity to voice their concerns, and that facilitators will have talking points to spur thought among participants.

Mr. Hebert then asked if an evaluation could be used from the citizens to see how the meetings could be improved. Mr. Joder said it had not been discussed but it will be looked into. Dr. Wilkinson stated that Burk-Kleinpeter had produced a document and it was being changed to fit the needs of the district workshops.

Steering committee member Lee Giorgio asked if the committee could receive a copy of the talking points to review so that additional comments can be added. Mr. Giorgio also mentioned holding a mock district meeting to see how it worked. Ms. Wilkinson stated that this would occur at the facilitator training session.

Steering committee member Cocie Rathborne stated that the committee should approve the questions to make sure there was no slant in the questions. Mr. Rathborne also stated that this slant might cloud what the citizens really need in their areas. Ms. Wilkinson stated that the talking points are to help prompt citizens to participate in discussion and that the citizens would bring up the issue, not the facilitators.

Mr. Madrigal stated that Mr. Rathborne's concern goes to a deeper issue of who is deciding how the meetings will be run. Mr. Madrigal stated that he feels the committee is being pulled into decisions rather than making them.

Mr. Joder stated that the committee is heavily involved in the process of the plan, deciding on issues such as the citizen participation meetings and how they are run. Mr. O' Neil stated that once citizens begin to participate in the process toward the end of the program, they would be able to think of issues on their own and develop their own ideas.

Mr. Wolfe asked how issues such as recreation, which Mr. Wolfe deemed important in preventing migration to other parishes, could be addressed. Mr. Durabb commented that recreation is indeed a land use issue, and that other issues can be covered as a generic land use or transportation issue, or could be used as off-shoots for, as an example, a recreation plan.

Steering committee member Joanne Mire asked what are the duties of the liaison for the element committee and what are the meeting dates for the element committee. Mr. Joder stated that if possible, the liaison should attend the district workshop meeting in their district. He added that it is anticipated that there would be at least four element committee meetings starting in mid April and running through August.

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Ms. Mire then asked where the element committee meetings would be held. Mr. Joder stated that they would be divided between the East and West Bank, but that specific times and dates have not been set.

Mr. Giorgio stated that some committee members have concerns about how decisions are being made in the meetings. Mr. Giorgio stated that the committee has made major decisions. Mr. Giorgio suggested that the more the steering committee can be delegates and fact finders for information; the professionals can be used to produce the plan. Mr. Giorgio concluded that letting the process develop further will allow for the both the committee members and the planners to achieve the plan.

Mr. Joder stated that the steering committee members would all receive a copy of the talking points so that they can be amended if necessary. Mr. Durabb added that critiquing the process during the initial meetings is very important. He added that starting the meetings with the more informed business groups allow for initial input on the success of the meetings. Ms. Becker stated that steering committee members should attend the meeting to help critique them. Mr. Joder then circulated a list and all members present at the meeting signed up to attend at least two district workshops.

Steering committee member Sharon Cross asked if invitations were being sent to churches. Mr. Joder stated that there were too large a number of churches in the area for all of them to be identified and invited. Mr. Joder noted that if steering committee members would like to invite an individual congregation, stationary has been produced for members to use.

Mr. Joder then directed the committee to review the stationary and make any comments. Various committee members suggested changes that will be made and circulated for the next meeting.

Mr. Joder then discussed the land use survey status, noting that the survey was on schedule to deliver the development site data to the parish by January 31, 2002. Mr. Joder added that he was encouraged by the recent summary of data input levels and confident that the data entry would be finished by mid-April.

Mr. Rathborne asked how the steering committee could force the parish to continue with the plan. Mr. Joder stated that the cost of the land use survey was substantial and that supporting the plan and making the parish continue with it was imperative.

Mr. Joder then confirmed that the next steering committee meeting would be held on February 7<sup>th</sup> 2002, and that this would allow the committee to discuss the first two meetings. Mr. Joder also thanked all the members for their support at the press conference.

The meeting was then adjourned.