

Minutes of the 3rd Meeting of the Jefferson Parish Comprehensive Plan Steering
Committee
July 25, 2001 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Attendees:

Steering Committee Members

Cocie Rathborne, Co-chair	Connie Casey	Erie Hebert
Lee Giorgio, Co-chair	Norbert White	Joanne Mire
Ross Liner	Kerri Becker	Shirley Edwards

Jefferson Parish Officials

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
Brian Bowman, Research Assistant

Tim Joder of the University of New Orleans, along with Lee Giorgio, Co-chair of the Steering Committee, called the 3rd meeting of the Jefferson Parish Comprehensive Plan Steering Committee to order. Mr. Giorgio informed the attendees of available refreshments, and then reminded the Steering Committee members to please preface any comments with their name for recording purposes. Mr. Georgia also noted that Steering Committee members Wayne Sandoz and Lynne Parker called him and said they could not attend the meeting. Mr. Joder noted that Steering Committee member N. Buck Barkley called him and said he would not be able to attend either.

Steering Committee member then made a motion to accept the minutes of the second meeting, which was seconded. The motion passed unanimously.

Mr. Joder then began discussing the General Work Plan Pert Chart for the comprehensive plan. Mr. Joder noted that the period leading up to the Planning District Meetings is critical, and explained that the Planning District Profiles and the Market Analysis will be completed during that period. Mr. Joder continued that the next major component of the development of the comprehensive plan will be the Planning District Meetings, followed by the Element Committee meetings, plan assembly, and finally the public hearing process leading to formal adoption by the Jefferson Parish Council. Mr. Joder noted the importance of the plan being completed by the end of March 2003, to accommodate the legally required time-period for the public hearing process. There were no questions or comments from Steering Committee members about the General Work Plan Pert Chart

Minutes of the 3rd Meeting of the Jefferson Parish Comprehensive Plan Steering
Committee
July 25, 2001 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Mr. Joder then discussed the Jefferson Parish Comprehensive Plan Organizational Chart, which identifies the individuals and consultants involved in the development of the plan. Mr. Joder discussed the general organizational structure of the comprehensive planning process and described the roles of the Parish Government, Steering Committee, and various consultants within the planning process. Mr. Joder noted that Tony Nellessen, listed as a sub-consultant, would likely participate at the element committee level.

Steering Committee members Joanne Mire and Erie Hebert inquired about the actual number of elements included because of some confusion about which elements are listed in the several work plan documents presented to the committee. Mr. Joder and Dr. Terri Wilkinson both responded that there are actually eight elements, and that the vision element is not usually listed.

Steering Committee member Cocie Rathborne wanted to know what type, if any, of economic analysis will be done to identify the type and number of businesses projected to move into Jefferson Parish because this is vital to the planning process. Mr. Rathborne also mentioned University of New Orleans Economist Dr. Tim Ryan as someone who could undertake this type of analysis. Both Mr. Joder and Dr. Wilkinson stated this was important to the process and alluded to comments from JEDCO director Scott Adams who suggested that someone locally could do this analysis.

Mr. Giorgio asked who should Steering Committee members send questions to. Mr. Joder responded that they could contact anyone on the planning team, but generally, questions or comments should be sent to Wendel Dufour, UNO Principal Planner, and if necessary, he would contact the other members of the planning team if he needed additional information to respond. Mr. Joder noted that any member of the Steering Committee could send comments directly to any member of the planning team. Mr. Dufour suggested that an email user group be set up for the Steering Committee and Planning Team so that comments and questions could be easily shared among all the parties. Mr. Joder suggested that faxes be included to keep those who did not have email apprised of the groups correspondence. Dr. Wilkinson noted the Steering Committee roster is incomplete and an updated listing will be sent out with the packets for the next meeting.

Mr. Joder then discussed the Jefferson Parish Comprehensive Plan Participation Process Chart. Mr. Joder explained the various levels of committees and the participation structure in place for the comprehensive plan. Jefferson Parish Planning Director Ed Durabb clarified the function and structure of the Liaison Committee by stating this committee will keep the Council and Administration informed during the planning process and would likely be comprised of aides to the Parish Council and the Parish President. Mr. Durabb stated that monthly or semi-monthly meetings for the Liaison Committee are being considered. Dr. Wilkinson noted that it could be a good idea to have a member of the Steering Committee sit on the Liaison Committee. Mr. Rathborne

Minutes of the 3rd Meeting of the Jefferson Parish Comprehensive Plan Steering
Committee
July 25, 2001 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

agreed that the Liaison Committee is crucial. Steering Committee member Kerri Becker asked if the council has been receiving copies of the minutes from the previous meetings. Mr. Joder said no, but that the Liaison Committee would receive everything once the committee members were named.

Mr. Joder concluded his discussion of the Participation Chart by noting the Technical Advisory Committee would include representatives from the various Jefferson Parish Departments. Mr. Joder then mentioned to the committee that this process has been successful in thousands of communities around the country, and specifically mentioned the Baton Rouge Horizon Plan, and referenced a handout the Steering Committee members received explaining the participation process used in development of the Horizon Plan. Mr. White mentioned the possibility of placing this information onto the Website for the project. Mr. Joder said it could be done.

Mr. Joder then discussed some of the specifics of the District Planning Meetings. He began by mentioning that there will be 3 meetings in each Planning District. Mr. Joder noted that the planning team would have an organized agenda for every meeting so that there was an expected outcome at the end of each 3 meeting series for each Planning District. Mr. Joder also commented that the planning team expected a focused effort, using detailed agendas for each meeting and that this would be important to obtaining maximum input from the citizens during this process.

Mr. Joder mentioned that the general structure for each series of Planning District Meetings would include an expanded Community Image Survey and presentations and small group planning discussions centered around the individual elements of the Comprehensive Plan. Mr. Joder noted that the small group planning sessions for each element would include a discussion of the opportunities and constraints for each element as well as a mapping exercise to allow citizens to graphically identify where they think problems are in their area.

Ms. Becker commented that there is the potential for citizens to show up who only want to air some type of grievance. The planning team responded that detailed agendas for each meeting will be publicly advertised and that the planning team needed a little more time to flesh out the exact process that will be used at the Planning District Meetings.

Several members of the Steering Committee questioned if these Planning District Meetings would be better termed as some type of Visioning meeting, since there is no planning going on. They suggested that perhaps a better name could be found to identify these Planning District Meetings. The Planning Team responded that they will look at identifying another name for the Planning District Meetings.

Mr. Giorgio requested that the Planning Team have someone who has been involved in a similar process come and speak to the Steering Committee. The planning team

Minutes of the 3rd Meeting of the Jefferson Parish Comprehensive Plan Steering
Committee
July 25, 2001 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

responded that they would have someone from either St. Tammany Parish or from East Baton Rouge Parish, both of which have been involved in similar planning processes, come and speak at the next Steering Committee meeting. Mr. Durabb said he would contact Troy Bunch, Planning Director for East Baton Rouge Parish, and ask him to come and speak at the next Steering Committee meeting.

Mr. Joder then began discussing the report completed by media consultants McCrossen & Taylor, noting that there are numerous good ideas on engendering citizen participation, but that there is little in the comprehensive plan budget to do it. Mr. Joder suggested that potentially, the Parish Council could provide additional funds for public relations, but doubted much would be available. Ms. Mire suggested that the business community could possibly be a source of funds. Mr. Joder noted the business community has been financially supportive of several projects, including the Jefferson Edge. Mr. Giorgio commented that currently, the business community was funding a project associated with the Jefferson Edge, and that it would be difficult to get the business community to provide additional funds at this time.

Ms. Becker suggested using the various free media available, such as morning TV shows and the numerous radio shows. The Planning team responded that this is a likely approach, but that since the process has not gone 'public' yet, there is not much interest in what is going on. Mr. Durabb noted that even though the Steering Committee meetings are open to the public, there was no media coverage, which suggested that there isn't the level of interest yet that would bring out the news media. The Planning Team also noted that the Times-Picayune is interested in the process, but that they haven't been aggressively courted because the process isn't far enough along. Everyone agreed that it was important to use the various news media to help publicize the upcoming process. Mr. Giorgio suggested that addressing various groups such as the Chamber of Commerce could help publicize the process, and also noted that individual Council members could be approached to potentially contribute some part of the \$17,000 public relations budget recommended by McCrossen & Taylor.

Mr. Joder then moved the discussion to the project Website, and suggested that the Steering Committee could appoint a sub-committee to sit with the Planning Team and Website consultant to discuss the 'look and feel' for the Website. Ms. Becker, Mr. Giorgio and Mr. Hebert agreed to serve on this sub-committee. Mr. Joder said he would arrange the meeting and contact everyone about the time and location.

Mr. Joder then started to discuss the Envision Jefferson logo. Dr. Wilkinson noted that there was still the issue of approving the Planning District boundaries, but that state law required a simple majority of members be present to constitute a quorum, so no official actions could be taken at this meeting. Mr. Rathborne said that the Steering Committee could at least make a recommendation regarding the logo, which could then be passed at the next meeting.

Minutes of the 3rd Meeting of the Jefferson Parish Comprehensive Plan Steering
Committee
July 25, 2001 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Mr. Joder then suggested that everyone look at the proposed logos that were being projected onto the screen. There were 12 different logos presented to the Steering Committee. Several Steering Committee members commented on the various logos, and the general tenor focused on the fonts, the color of the text and graphics, and the placement of the '20/20'. Mr. Giorgio suggested that each of the logos be voted on. One of the logos receiving the most votes was selected, and Steering Committee member Connie Casey agreed to have her graphics design person develop several variations on that logo to be presented at the next Steering Committee meeting.

Mr. Joder then commented that despite lacking a quorum to take official action, did anyone have any problems with the Planning Districts as presented at the last meeting. No one from the Steering Committee raised any objections to the boundaries as presented.

Mr. Joder then noted that before the next Steering Committee meeting, the Planning Team needed to finish the detailed description of what is going to happen at the Planning District Meetings, and produce a more detailed Pert chart. Mr. Joder also noted that there is not a need to have another meeting before Labor Day. Mr. Joder also mentioned that Steering Committee member Wayne Sandoz said he is not comfortable with having no set day for each meeting. Several Steering Committee members agreed. Mr. Joder also noted that several Steering Committee members have not attended any of the meetings, to which several Steering Committee members said it might be appropriate to contact the Council member that appointed them to ask them to appoint a different individual to the Steering Committee. The first Thursday of every month was selected as the standard meeting day, and this was agreeable to the Steering Committee. The next meeting of the Steering Committee was set for Thursday, September 6th, 2001, at the Select Properties Building located at 2121 Airline Dr. The meeting was then adjourned.