

Minutes of EDC Regular Meeting

March 9, 2021 | 6:30 p.m.

Via Zoom

Members in attendance: Jonny Boultinghouse, Amanda Fenwick, Joe Shulsky, Thomas Haaland, Charles Scoville, Mike Pons

Members absent: Don Milbauer

1) Call to Order & Opening Comments

2) Director Comments

Mike Pons – finalized Jammin’ on Jarboe schedule

Don Milbauer – absent

Amanda Fenwick – no comments

Thomas Haaland – hopeful to have something from CenterPoint for the next meeting; Frontier chatter about their service, regional director level has heard about the concerns

Jonny Boultinghouse – sent financial snapshot to the Board; spoke with one of the owners of the brewery, demo is finished and things are coming along, plans may be presented to the city next month for approval, contracted with SignAd for an ad on one side of the billboard, opening as soon as possible (late summer / early fall)

Joe Shulsky – no comments

Charles Scoville – no comments

3) Unscheduled Visitors

None

4) Consent Agenda:

a) February 2021 Financials

b) February 2021 Check Register

c) Minutes of the EDC Regular Meeting of February 9, 2021

Thomas Haaland motion, Jonny Boultinghouse second.

Motion passes unanimously.

5) Update on the status of the “5-Year Palm Tree Plan”

Recommended to wait until Fourth of July to decide to prune or remove the palm trees. Current contracted landscaper is pruning trees and reviewing the status. Landscapers are washing tools between trees. City will need to monitor the trees during future storms. Will likely take several years for the medjools and others to green out. City could consider treatment of every tree with a fungicide and close monitoring.

Susan presented pricing for palms and the year-by-year plans.

Discussion around how to plant new palms on waterfronts and how to involve citizens in the process.

6) Discussion and possible action on the electrical and lighting quotes for the revised parking lot lighting design for the East Parking Lot

Reviewed proposals

Charles Scoville motion to move forward with GBS with a cost not to exceed \$30,000 with the stainless steel boxes, subject to confirmation with the City's electrical engineer on the conduit substitutions proposed. Second by Thomas Haaland.

Motion passes unanimously.

7) Discussion and possible action on EDC marketing / promotion tactics

Consider the following tactics:

- visit CLS videos
- CLS business of the quarter (will need to invest in a sign for each business)
- EDC monthly FAQ (can publish in the Islander, use on the website, and post on social media)
- quarterly Islander EDC update
- EDC tagline (#ShopCLS, #VisitCLS)
- boost posts on social media (low cost)
- ribbon cutting for new businesses (photo opportunity)
- update EDC website (list of businesses, business of the month, videos, FAQs)
- consider local influencers to help promote
- look at how to utilize services such as TripAdvisor to help promote local restaurants

Amanda Fenwick will put together a plan for how to select the CLS EDC Business of the Quarter to present to the EDC Board at an upcoming meeting.

8) Discussion of the preliminary estimate from Bulkhead & Pier, LLC for construction of a pedestrian bridge over Jarboe Bayou

Reviewed vision and quotes. Joe Shulsky will work with Brent Spier and Alex Scanlon for further exploration of options.

9) Adjourn

Charles Scoville adjourned the meeting at 8:05 p.m.

Date approved: 4/13/21

Charles Scoville – President *Charles Scoville*

Attest:

Amanda Fenwick – Secretary *Amanda Fenwick*

