1	STATE OF LOUISIANA
2	LOUISIANA ECONOMIC DEVELOPMENT PARTNERSHIP MEETING
3	TUESDAY, SEPTEMBER 24, 2024
4	
5	GRIFFON ROOM
6	LASALLE BUILDING
7	617 NORTH THIRD STREET
8	BATON ROUGE, LOUISIANA, 70802
9	* * * * * * * * * * * * * * * * * * * *
10	REPORTED BY: MELISSA J. DAVID, CCR
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1 RODNEY BARNES	1 SECRETARY BOURGEOIS:
2 CHRIS STELLY	2 Good morning everyone. Thank you all
3 JOSH FLEIG	3 for joining us. I am Susan Bonnett
4 PAIGE CARTER	4 Bourgeois. I am the Secretary of LED, and
5	5 I'm going to be the presiding officer for
6	6 the first small portion of this agenda
7	7 until we reach the point in the agenda
8	8 where we will elect a chair who will take
9	9 the reigns from there.
10	10 First thing I would like to do and
11	11 there is no audio in this room so we have
12	12 to be very intentional about projecting,
13	13 but I would like to ask Deborah to take
14	14 the roll call and we'll go from there.
15	15 MS. SIMMONS:
16	16 Leah Brown?
17	17 MS. BROWN:
18	18 (No audible response).
19	19 MS. SIMMONS:
20	20 Bill Fontenot?
21	21 MR. FONTENOT:
22	22 (No audible response.)
23	23 MS. SIMMONS:
24	24 Jay Johnson?
25	25 SECRETARY BOURGEOIS:
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1	Wait. Bill is here. That was a	1	thank you to all of you for your
2	"present".	2	willingness to serve and to do this. As
3	MS. SIMMONS:	3	you know, and we will talk a little bit
4	Jay Johnson?	4	more in the presentation, the entire
5	MR. JOHNSON:	5	purpose of this board, this function is to
6	Present.	6	have private sector representation in the
7	MS. SIMMONS:	7	direction and to inform and to engage in
8	Meryl Farr?	8	the work of LED. And so, just by your
9	MS. FARR:	9	very nature you are all very busy. You
10	Present.	10	are very committed to the organization to
11	MS. SIMMONS:	11	work in and lead every day. And so, the
12	Brandon Landry?	12	fact that you have accepted this charge
13	MR. LANDRY:	13	and are willing to serve is really says
14	Present.	13	a great deal about you and your commitment
15	MS. SIMMONS:	15	to Louisiana and we are grateful.
16	Donny Rouse?	16	And so, what I would like to do is to
17	MR. ROUSE:	17	go around the table and just introduce
18	Present.	18	ourselves, and we the senior staff of LED
19	MS. SIMMONS:	18	is also at the table with us. And we'll
20		20	
20	Gray Stream? MR. STREAM:		do it that way.
		21	Mark, will you start us off, please?
22	Here.	22	MR. LORANDO:
23	MS. SIMMONS:	23	Sure. Mark Lorando. Chief
24	Matt Stuler (spelled phonetically)?	24	Communications Officer for LED.
25	MR. STULER:	25	MS. CARTER:
	Page 6		Page 8
1	(No audible response.)	1	Good morning. I'm Paige Carter. I'm
2	MS. SIMMONS:	2	the Chief Business Development Officer for
3	Dave Roberts?	3	LED.
4	MR. ROBERTS:	4	SECRETARY BOURGEOIS:
5	(No audible response.)	5	You want to tell us who you are?
6	MS. SIMMONS:	6	MS. DAVID:
7	Greg Bensol (spelled phonetically)?	7	I'm the court reporter. I'm Missy.
8	MR. BENSOL:	8	Secretary Bourgeois has given me the
9	(No audible response.)	9	opportunity to ask everybody to please
10	MS. SIMMONS:	10	speak loud and clear for me. It's my job
11	Alicia Mire?	11	to make a book of everything you guys say
12	MS. MIRE:	12	in this room. Thank you for your time.
13	Present.	13	MR. SPEYRER:
14	MS. SIMMONS:	14	I'm Nick Speyrer. Emergent Method.
15	Secretary Susan Bourgeois?	15	We've been supporting some of the early
16	SECRETARY BOURGEOIS:	16	efforts to get ready for today's board
17	Present.	17	meeting. I'll give a presentation in a
18	MS. SIMMONS:	18	little bit.
19	We have a quorum.	19	MR. STELLY:
20	SECRETARY BOURGEOIS:	20	Chris Stelly of Legislative Affairs
20	Thank you very much, Deborah. We	20	for Louisiana Economic Development.
21 22	appreciate it. So what I would like for	21	MS. PORTER:
22 23			
23	us to do for a moment, is introductions,	23 24	Robin Porter, Executive Council for
24 25	but before I do that I want to officially	24 25	Louisiana Economic Development.
25	go on record by saying just fundamentally Page 7	25	MS. FARR: Page 9
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1	Meryl Kennedy Farr, CEO Kennedy Rice	1	Thank you all. I want to be clear
2	Mill, Mer Rouge.	2	about the four gentlemen sitting on this
3	MR. LANDRY:	3	side of the table, their roles, and the
4	Brandon Landry, Founder and Chairman	4	importance of them being here. When we
5	of Walk-On's Sports Bistro and Small	5	established this board we also wanted to
6	Sliders.	6	make sure everyone both understood and we
7	MR. FONTENOT:	7	engaged with the three other boards that
8	Bill Fontenot, CEO, President and CEO	8	exist within the Department of Economic
9	Legal Corporation out of Prairieville,	9	Development. So these three gentlemen,
10	Louisiana.	10	except for Chris and I'll talk about Chris
11	MR. FLEIG:	11	in a second, are the Chairs of those
12	Josh Fleig, Chief Innovation Officer,	12	respective boards. So just the
13	LED.	13	information sharing and the alignment is
14	MR. ROUSE:	14	going to be really critical to us.
15	Donny Rouse, CEO, Rouses Markets.	15	And another piece that was really
16	MS. BROWN:	16	important to me as Secretary is that we
17	Leah Brown, Corporate Affairs	17	have the practitioners from our local
18	Manager, Chevron in the Gulf of Mexico.	18	economic development organizations and our
19	MR. JOHNSON:	19	regional economic development
20	Jay Johnson, Vice President of	20	organizations represented with an actual
21	General Dynamics.	21	practitioner to sit. So these four
22	MR. STREAM:	22	gentlemen are on the board, non voting,
23	Gray Stream, President of Stream	23	but will be incredibly beneficial in their
24	Companies in Lake Charles.	24	impact and their input. And the position
25	MS. MIRE:	25	for all my REDO and local partners around
	Page 10		Page 12
1	Alicia Mire, Community Liaison for	1	the room, Chris' position will be one that
2	St. Landry Parish Government, and Tourism	2	we rotate once a year so that we have
3	Director of the City of Eunice.	3	representation changing each year. So
4	MS. SHIELDS:	4	thank y'all for your willingness to serve
5	I'm Rachel Shields, chief Engagement	5	in addition to all the things you already
6	Officer at Louisiana Economic Development.	6	do.
7	MR. ROY:	7	So I would like to go through the
8	A.J. Roy, Chairman of the Louisiana	8	agenda very briefly.
9	Economic Development Corporation.	9	Rachel, do we have the agenda up or
10	MR. MASINGILL:	10	does everybody have it in front of them?
11	Good morning. Chris Masingill, CEO	11	MS. SHIELD:
12	of St. Tammany Economic Corporation in	12	In front of them.
13	Mandeville, Louisiana.	13	SECRETARY BOURGEOIS:
14	MR. JONES:	14	Okay. Just so you know so of what we
15	Jerry Jones, Chairman of the Board of	15	will do for the remainder of the meeting,
16	Commerce and Industry.	16	this meeting will be very different than
17	MR. RUSOVICH:	17	our forthcoming meeting simply because we
18	Greg Rusovich, CEO Transoceanic	18	believe that a good portion of this
19	Development. I'm here as Chairman of the	19	meeting needs to be informational about
20	Louisiana Board of International Commerce.	20	LED, what we are doing, how we are
21	MS. HARRIS:	21	structured now, and what our work is right
22	Good morning. Chelsea Harris	22	now. And so, the first thirty-five or
23	Dufrene, Executive Director at LED	23	forty minutes will be very much about who
24	FastStart.	24	we are, and what we are doing right now.
25	SECRETARY BOURGEOIS:	25	The remainder of the meeting is going
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1	to be a presentation from Emergent Method	1	and coordinate with LED. And I think that
2	who's been engaged to help us develop the	2	if this board turns out to be just another
3	scope for the strategic plan which is a	3	board, people that are busy, and that are
4	critical part of our work. And that's	4	focused on seeing real results for the
5	where we will spend the bulk of our time	5	state will likely disengage. And the
6	on today.	6	engagement of this group is exactly what
7	But first and foremost, as I said I	7	is absolutely necessary to assist the
8	am simply the presiding officer at this	8	Secretary and this department in achieving
9	meeting and I would like to very quickly	9	a better quality of life for the citizens
10	elect a chair who will be handling this	10	of Louisiana. And it truly is about
11	part of the business from here on out.	11	better quality of life. There needs to be
12	And so, I would be happy to open the	12	a mentality in all parts of Louisiana's
13	floor to motions for anyone to nominate a	13	government that growing the economy is
14	Chairman and/or Vice Chairman for this	14	what is going to lead to bettering peoples
15	board.	15	lives.
16	MR. FONTENOT:	16	So appreciate everyone's willingness
17	I would move to nominate Gray Stream.	17	to be a part of this knowing that it is
18	SECRETARY BOURGEOIS:	18	the formation of a new board. And so, we
19	Thank you very much. Second?	19	will sort of set the tone and standard for
20	(No audible response.)	20	what it is and what it becomes. And here
21	SECRETARY BOURGEOIS:	21	at the beginning, as Secretary Bourgeois
22	Any other nominations? Vote to close	22	said, it'll probably be a little bit of a
23	nominations without objection.	23	different meeting as we get our, kind of,
24	Chairman Stream, I'm very happy to	24	foundations set, learn some more about why
25	turn over the imaginary gavel to you for	25	we are here and what the department is
	Page 14		Page 16
1	you to take the meeting from here.	1	already up to, and then tend to some
2	MR. STREAM:	2	important early business of this board
3	Thank you, Madam Secretary. Thank	3	which is helping LED get kicked off a new
4	you, Bill, for the nomination, Meryl for	4	strategic plan which it very much wants to
5	second. Appreciate it.	5	initiate and engage and get going on.
6	I'll just say one thing really quick,	6	Hasn't been done at LED in a long time so
7	and then I should probably just hand it	7	it's overdue. I appreciate it.
8	right back to you to take care of the	8	I'll hand it back to you, Madam
9	business. But we all know that we need	9	Secretary.
10	more boards and commissions in the state	10	SECRETARY BOURGEOIS:
11	of Louisiana. The laughter means we all	11	Thank you very much, Chairman. So
12	understand that nobody in the room needs	12	just from a noise perspective, can y'all
13	probably another board in the corner of	13	hear me okay? I'm happy to stand at the
14	their office with a certificate in it with	14	front of the room, but it's easier for me
15	the Governor's signature just to have it.	15	to look at the PowerPoint from here if
16	I think this was very intentional,	16	that's okay with everyone.
17	and I'm very grateful for the work that	17	I think the best way to do this also
18	was done by the Governor and the	18	is that instead of saving questions until
19	Transition Counsel and others that weighed	19	the end, please, let's make this engaging.
20	in on ways that we could look at the	20	Stop, ask questions if you have them along
21	structure of LED and ensure that there was	21	the way.
	structure of LED and ensure that there was	1	-
22	the right type of private sector	22	So we put this at the beginning of
22 23		22 23	So we put this at the beginning of every presentation we do for two important
	the right type of private sector	1	
23	the right type of private sector involvement from the right kind of business leaders from around the state working with the boards that already align	23	every presentation we do for two important reasons: This is the mission of our department the way it stands, the mission
23 24	the right type of private sector involvement from the right kind of business leaders from around the state	23 24	every presentation we do for two important reasons: This is the mission of our

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1	of Louisiana Economic Development is to	1	treat both our work and our path moving
2	cultivate jobs and economic opportunity	2	forward that way.
3	for the people of Louisiana, but we also	3	The second piece is pretty new to how
4	put the circa 1936 on there, because that	4	economic development is done in Louisiana,
5	is when the Department was created and	5	and I will say this comes from the top
6	state statued and that's how long we've	6	from the Governor, and we have embraced
7	been around to doing work that fits into	7	it. And I can say that probably so has
8	this category.	8	everyone else in this government which is
9	A lot of what I'm going to talk to	9	successful economic development requires a
10	you about today is really very new to the	10	whole of government approach. This is not
11	structure and the behavior and the	11	the eleventh floor of the LaSalle
12	function of the Department since I assumed	12	Building, right, in Baton Rouge, Louisiana
13	the role on January 25th. And I will say	13	doing amazing things across the state.
14	if you haven't heard me say it already,	14	That it requires a whole of government
15	the driving force in Governor Landry's	15	approach and we are very much treating it
16	offer to me and my acceptance was about	16	that way. That means our partner cabinet
17	his desire to change the way we do things,	17	agencies are at the table with us on
18	a lot of things in Louisiana. He wanted	18	projects. The legislature, we have more
19	to blow a lot of things up. But he really	19	state legislators unders NDA, because they
20	wanted to blow up LED, and he wanted to	20	are working on projects with us than we
20	blow up the way we do economic	20	have ever had before. Our federal
22	development, because at the end of the day	22	partners are involved. Our congressional
23	the out migration and the negative	23	delegation is very involved in our work,
24	outcomes we're seeing in this space were	24	and to be successful in the long run it
25	unacceptable. And before I was even	25	has to be this way. This is how we treat
25	Page 18	23	Page 20
1	selected, the committee of 100 was already	1	it at LED.
2	well underway doing research into best	2	So if you look at one of our most
3	practices around the country at what	3	overarching goals at the end of the day we
4	states that were succeeding in the space	4	have to change the Louisiana narrative.
5	were doing.	5	We have to change the narrative about
6	So we have already adopted a lot of	6	opportunity in Louisiana. The old
7	that, but what I want to say is that most	7	narrative is that the Louisiana economy is
8	of what you are going to see today is all	8	losing, we're not doing well, and we don't
9	still very new to the tune of seven months	9	have an opportunity. The new narrative is
10	to our department.	10	that's absolutely not the case, and that
11	So in accomplishing our mission we do	11	we are positioning Louisiana to win. I
12	this in two fundamentally critical ways.	12	give you the example on the right side of
12	Number one, the slide, the map on the left	12	the slide because this is real. So this
13	of the slide is our regional structure	13	is the headline, so ignore the headline
14	with our Regional Economic Development	14	for a second from this article. But I
15	Organizations. You know, everything in	15 16	want you to see the chart that was
10		10	actually in the article and the entire
	state government is an acronym so that's the REDOS. You'll hear me call them	17	•
18		18 19	article was written about this, right. It
19	REDOS. But we have eight REDOS in this		was Louisiana job sector growth decline
20	state that have both formal relationships	20	since 2022. Two industries in the red had
21	with LED, and many informal behaviors with	21	lost jobs; tourism which in hospitality is
22	LED. But at the end of the day I believe	22	typically not high paying wages, and
23	that all economic development starts	23	government, which I don't know about
24	locally just like all politics is local,	24	y'all, but I kinda like the fact the
07		25	
25	so is all economic development, and we Page 19	25	government was shrinking, all right. But Page 21

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1	every other sector was growing even to the	e 1	development in sixteen years. So I would
2	degree of 44 percent growth in heavy and	2	offer that the world of the economy is a
3	civil engineering construction, right.	3	little bit different was sixteen years
4	That's a pretty good chart. This is	4	ago. So that was a common thread to our
5	really the headline, "Louisiana still	5	best practice comparison states.
6	hasn't recovered all the jobs it lost	6	And then the last two, as I like to
7	during the pandemic."	7	say, they are in the boring-but-important
8	And so, this narrative this was a	8	to category. It was very much LED was
9	press narrative, all right. But at the	9	very much inside of state government and
10	end of the day this happens over and over	10	really tied to bureaucratic processes that
11	again not just in the press. I think it	11	simply had us responding at the speed of
12	happens a lot with us too. Many times	12	government and as most of you, private
13	Louisiana is its own worst enemy in	13	sector, most of the folks in this room
14	embracing adopting and embracing our	14	understand the private sector, if we
15	woe is us narrative, when in reality the	15	respond at the speed of government we
16	opportunity is immense and we have to	16	lose. And we had to have the ability to
17	position ourselves as an organization in	17	respond at the speed of business, so much
18	our state to take advantage of that.	18	of the changes that Senate Bill 494
19	So staying on the positioning	19	allowed us to do was to move at the speed
20	Louisiana to win narrative, and you'll	20	of business and use technology to do that.
21	hear that a lot because it is real and it	21	Those were the fundamental components to
22	is meaningful, and we do a lot under that	22	that bill, and that's what led us here
23	banner. The reason this board now exists	23	today.
24	is because when we began this work or I	24	And so, while we were restructuring
25	began this work in early February as I	25	our department or the future of our
	Page 22		Page 24
1	said C100 (spelled phonetically) was	1	department through that statute, we were
2	already well underway with research to get	2	also internally restructuring the work of
3	us to this place. We looked at the states	3	our department because we knew no matter
4	that had best practices, the ones that	4	what would come out the board, the bill,
5	were "winning". We looked at the common	5	the strategic plan, we knew we had to do
6	threads. And there were a few common	6	things differently at the Department.
7	threads that came out of that. As I like	7	So this is just a overly simplified
8	to say what were we trying to solve for?	8	version of our org chart so you
9	And, basically, there was some	9	understand. Anne Villa who is our Deputy
10	fundamentals that we were trying to solve	10	Secretary, she functions as both the CFO
11	for. These were the things that the other	11	in private-sector terms and Deputy
12	states had that we didn't have: Number	12	Secretary of the Department in public
13	one, was private sector engagement in, and	13	sector terms who cannot be here today.
14	leadership and direction, and what the	14	She's actually at the site selector's
15	department needed to be working on, number	15	meeting. So she is my deputy, and then
16	one.	16	under that are the people around the room
17	Number two, critically important and	17	that you've already met who are senior
18	it is so much of what we will talk about	18	leadership team who do the work of our
19	today, is the strategic plan. A long term	19	department. You will hear from some of
20	strategic plan not just for the	20	them shortly.
21	Department, but for the economy of the	21	And then that's Faces to Names.
22	state with some accountability measures,	22	Obviously, with e-mails, phone numbers.
23	and KPIs built into it. Louisiana hasn't	23	We'll distribute cell phone number's today
24	done a strategic plan, our department has	24	if any of you would like them although I
25	not done a strategic plan for economic	25	think most of you already have mine and a
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1	few other folks.	1	commerce. So, formerly, these were all
2	So I am going to turn it over to	2	different silos. What we've been working
3	Paige to talk specifically about the	3	to do is actually develop
4	Business Development Department, what we	4	interdisciplinary development teams so
5	are working on, how we're functioning, and	5	that there is no more kind of hot potato,
6	just what's the aggressive nature of our	6	you know. Chevron being tossed as an
7	work in that space.	7	international company but also expansion
8	And I have the clicker, Paige, if you	8	and retention within our current market
9	want to come and grab it or actually,	9	and our current economy. But really you
10	I'll do it. You just stay there. I'll do	10	will be having one individual, and this
11	it. It's not complicated.	11	will be relationship driven so that you
12	MS. CARTER:	12	have consistency. No matter the
13	We like to think of this is the	13	conversation, you have one point of entry
14	portfolio in totality so now the art of	14	so that we can operate at the speed of
15	the possible. We are rebuilding our lead	15	business. So we have structural changes
16	development efforts with the focus right	16	underway right now along with cultural
17	now on energy due to the whole of	17	change. So you will see when we get to
18	government we've already initiated an	18	the priorities in those projects that
19	interagency agreement with DENR. We're	19	first bullet point there is really about
20	doing that in collaboration, LED and DENR.	20	the structure of the department. We're
21	So lead development all the way	21	going to break down the silos. Well, we
22	through totality of final investment	22	already have broken down the silos and
23	decision, and the cultivation and	23	started to restructure what those teams
24	stewardship of the relationship so that	24	look like so that Leah and Chevron have
25	new industry can become legacy industry as	25	one person that they go to for everything
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1	we continue forward.	1	they need with LED. You have your
2	So the purpose: Lead and expand	2	internal steward that you trust that
3	Louisiana's investment in job creation	3	advocates for you across the whole of
4	activities to cultivate economic growth	4	government on behalf of the department,
5	and prosperity. Really high level, well	5	but really on behalf of the entire state
6	aligned with the mission of the	6	of Louisiana.
7	department. So, functionality, you have,	7	And then from the cultural
8	again, lead development very front end of	8	perspective you hear about the moving at
9	our pipeline and what is the art of the	9	the speed of business but we are going to
10	possible? A lot of external global	10	be proactively solving problems before
11	meetings across the world focused in	11	they arise. We know the consistency in
12	specific sectors as we build out the	12	which our companies run into things. Why
13	strategic plan we'll know specifically	13	are we working to solve those before the
14	where else that will go in addition to	14	consultant or before the company brings
15	energy.	15	them to us. So proactively solving those,
16	And then we have the business	16	transparently eliminating borders and any
17	development team. These are the	17	kind of barriers that could exist. Let's
18	individuals really working in the art of	18	break all that down. Let's make sure you
19	the deal. This is what are the barriers,	19	have a streamlined relationship within LED
20	what are the constraints, what do we need	20	that involves your local, your regional
21	to do to outpace and outcompete our peers	21	economic organizations, and the entire
22	that are also competing for that	22	ecosystem that is built here to serve you
23	investment.	23	and to serve your long term viability here
24	And then we have expansion and	24	in the state of Louisiana.
1			
25	retention effort and international	25	Ultimately, we want to make sure that
25		25	Ultimately, we want to make sure that Page 29

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1	the legacy companies continue to innovate	1	defines Louisiana for generations to come.
2	and continue to lead the world in what	2	Fast forward a week later, and Secretary
3	they're good at. That requires us to	3	Grey called and said, hey, I've got an
4	think differently and to think	4	idea. And that's really where 8:30 on
5	innovatively along side of you, but then	5	Friday, and from Friday to Monday turned
6	also how are we creating the next version	6	into a really, really strong partnership
7	of what is 60 years; how do we get the	7	opportunity for us to be able to leverage
8	first yes that turns into the easiest	8	an expert voice that's well respected
9	second yes and third yes where our	9	globally in Jason Lanclos who has been
10	companies that come and locate here don't	10	serving as a part of the State Energy
11	say well let's take a peek at Texas.	11	Office, now he serves duly both DENR and
12	Let's take a peek at our neighbors but	12	LED as the Director of State Energy and
13	consistently say they have this	13	Development.
14	relationship. Well, it's really easy for	14	And so, what that means is when he is
15	me to call Paige and just say what could	15	on the road, wherever he may be, he is the
16	we do if Walk-On's was to do business in	16	one individual that you have the art of
17	the state of Louisiana. What could we do	17	the possible all the way to final
18	and give us that opportunity before you	18	investment decision. All of your
19	look to one of our neighboring states.	19	incentives wrapped up, all the way to
20	So that speaks a little bit to the	20	permitting and regulating and then the
21	purpose and then of course the culture and	21	stewardship of your long-term
22	the structural priorities that are	22	relationship. You no longer come to LED
23	underway right now.	23	and LED say now we need to go to DENR, and
24	SECRETARY BOURGEOIS:	24	then hopefully, we're also going to have
25	Paige, before we go to your next	25	this with DEQ and DOTD. But LED and DENR
	Page 30		Page 32
1	slide, I want you to talk a little bit	1	are now a one-stop shop for this type of
2	about Jason, because I think this isn't	2	consistency of projects so that it is not,
3	really you passed over that example,	3	well, we think you can do this from a
4	but I think it is such a significant	4	permitting, no. We thought about it
5	example of how governments work in	5	beforehand and we know that you can do it,
6	different and its just tell them what	6	and then we will also be able to out pace
7	we are doing there.	7	our neighbors with permitting with
8	MS. CARTER:	8	anything and everything.
9	Absolutely. So I mentioned lead	9	SECRETARY BOURGEOIS:
10	development. Formerly, the Department had	10	Jason is also the keeper of the
11	about eight different colleagues that were	11	relationships which is incredibly
12	hyper-focused on serving the state of	12	valuable.
13	Louisiana on what the potential leads	13	MS. CARTER:
14	could be, so really the front end of that	14	So one of the things, too, of what we
15	pipeline. So this is just consistency of	15	don't want to do is create a redundancy.
16	out of state meetings. It's meeting with	16	It's almost innate in Louisiana; we over
17	really companies all over the world	17	saturate a small-market. LED creates
18	focused in specific sectors.	18	somebody that's tagging along to the same
19	So when the Secretary came to me and	19	thing. Now we have one voice for the
20	said what are we going to do with Lead	20	State of Louisiana and it is Jason.
21	Development, at first it was let's wait	21	What you see here, unfortunately, one
22	until the strategic plan comes out.	22	of the ones did not populate in the text
23	However, we know that energy, both legacy	23	in front of you but you should have it in
24	energy and then also energy innovation,	24	the slides on the screen, but right now in
25	are going to be at the core of what	25	totality this number is a lot larger.
	Page 31		Page 33
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3monthly. This is the pulse of the Department at this time: 111 active projects; over 15,000 potentially new jobs; and then over 13,000 retain jobs as investment is over 61 billion.3on Thursday. So this is everything from saw mills to aerospace to data carners to technology conters to resin and rubber manufacturers. It's is a really robust and diverse a pipeline in which we are working on right now. The opportunity is phenomenal.9So what you will see in the map is three, and then you'll also see the numbers there, and then you'll also see the numbers there, and then you'll also see the number the doing every single day at this time. the doing every single day at this time. Te and in the nagain totality of pipeline is the doing every single day at this time. the harger. This is simply the focused our team is working on in this month, yes. Page 34These numbers are captured in what to every community associated with those those numbers are again to any any of the syour Letter of Intent. We are going to your Letter of Intent. We are going to a project sulf and see this sith the sit sitill for six months. Sit still syour Letter of Intent. We are going to your Letter of Intent. We are going to syour Letter of Intent.	1	What you see here is activity, meaning	1	The team updates this every Wednesday
4Department at this time: 111 active4saw mills to aerospace to data centers to5projects: over 15,000 returially new5manufacturers. It's is a really robust7well and then that that total capital7manufacturers. It's is a really robust8investment is over 61 billion.8working on right now. The opportunity is9So what you will see in the map is9you see the heat map according to capital1010you see the heat map according to capital10And most importantly the team is11investment, darker blue higher numbers12individual relationship both from a12there, and then you'll also see the number13retention and expansion standpoint at the13of projects underneath the direct job13retention and expansion standpoint at the14count as well on the map. And so, this16refact and new attraction.17but then again totality of pipeline is17MR. MASINGILL:18much larger. This is simply the focused18Paige Madam Sceretary, do you20MR. JONES:20SECRETARY BOURGEOIS:21Paige, what's the time period for21Absolutely.22those numbers?22MR. MASINGILL:23MS. CARTER:23I diort want this point to fall on24These numbers are captured in what425our team is working on in this month, yes, 25project all that capital investment has a project all that capital investment has a for		1 5 6 5	2	to give to the Secretary, and their report
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	24	weekly so y'all know.	24	snapshot into the direct work that's
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1I		MS. CARTER:	25	

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1	And after that is what this is an attempt	1	our ports are multimodal assets, and how
2	at. This will tell you what is coming to	2	do we leverage those in the most effective
3	your board.	3	way so that we are ensuring comprehensive
4	SECRETARY BOURGEOIS:	4	impact across the indirect and direct
5	That's a good segue. Let me go to	5	sectors that are associated with our port
6	the board.	6	and airports as well.
7	MS. CARTER:	7	Greg, would you like to add anything
8	That's a great segue.	8	about LABIC?
9	SECRETARY BOURGEOIS:	9	MR. RUSOVICH:
10	One thing I have has also asked is,	10	You covered it really well. I think
11	Paige is going to explain the two boards	11	sometimes we overlook the fact that we
12	that relate particularly to her vertical	12	have almost 4,000 exporters in Louisiana,
13	of the Department.	13	4,000. We have probably the 61 billion
14	MS. CARTER:	14	that put up there probably a good portion
15	Yeah, absolutely. So two boards in	15	of that if not the majority is from
16	particular that I'm going to talk to you	16	foreign direct investment companies from
17	my colleague Josh will speak to another	17	around the world wanting to come to
18	one the first is our Board of Commerce	18	Louisiana. So I think the more we can
19	and Industry that Jerry Jones chairs for	19	ingrain a global thought process and a
20	us. And so, really what we see here is	20	global outreach into our overall efforts
21	the governance and oversight of a handful	21	from this board and others, the better off
22	of our most active incentive programs. So		Louisiana will be to let the world know
23	our enterprise zone, our ITAP, our quality	23	that we're here to do business globally,
24	jobs, our RTA program. This is the	24	and can attract companies globally and to
25	diverse representation of board members	25	serve the exporters and importers that are
	Page 38		Page 40
1	and also very active in the project	1	here who are additional distribution
2	activity once that final investment	2	centers, additional manufacturing and I
3	decision is made and companies are going	3	think that this board is ideally set up to
4	through their application phase and then	4	engage and encompass that global
5	also their five-year renewals post	5	perspective to its core.
6	five-year completion.	6	MS. CARTER:
7	Jerry would you like to add anything	7	Louisiana is very commodity driven
8	about C&I?	8	when it comes to GDP, and if we don't have
9	MR. JONES:	9	the multimodal assets operating at max
10	Great description.	10	efficiency then we are selling our own
11	MS. CARTER:	11	industry short. So one thing that Greg
12	Thank you. The second board I would	12	and I spend a lot of time thinking about
13	mention today is our Louisiana Board of	13	is how can we ensure as much product as
14	International Commerce that Chairman Greg	14	possible that is developed here is also
15	Rusovich serves alongside of me on. And	15	exported and imported for inputs here as
16	so this board in particular, Act 687 from	16	well. Rather than hopping on a rail going
17	2012, is what stood up this board along	17	to a neighboring state, how can we make
18	with our Office of International Commerce	18	sure we are capitalizing on the totality
19	that falls within the Office of Business	19	of wealth generation opportunity for the
20	Development. And so, really I can A)	20	State of Louisiana.
20	thank him enough for his leadership and	20	SECRETARY BOURGEOIS:
$21 \\ 22$	his guidance as it pertains to the	21	Thanks, Paige. So the next
22	international activity. So both trade and	22	department within the Department we're
23	then also foreign direct investment.	23 24	going to talk about is Innovation which is
25	And then most importantly looking at	25	also where our small business work falls,
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	I age 37		

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1and Josh Fieji is going to give the 21we are supplying all parts and services to make both small businesses thrive in 22presentation, but I do want to offer this 32make both small businesses thrive in Louisiana, and high growth technology 34fundamentally important to Grovernor Landry 44startups to thrive in Louisiana. It matters because we need to build our 46that while it is critical to successful 46headquarters. 67conomic development at the call of the day 47Paige's team will be focused, and we will win when it comes to recruiting large mirestment opportunities from beyond our investment opportunities from beyond our in and the importance of their coromy to our 1616bodress, relationa, and high growth tech is fact and servises in backgroup to milling opporting thoes small businesses that are 2016So part of how we're going to get there: Improving capital access is a huge to ence and have already 2116Louisiana, and have already 2111ther is convolution at LED. to and the importance of their coromy to our 231617and the importance of their coromy to our 2417there: Improving capital access is a huge 16				
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1	find customers. That's another one where	1	to capital for small businesses, and for
2	we underperform here is helping small	2	startups as well. But it's actually quite
3	businesses connect with large buyers	3	powerful because it has the ability to
4	whether it's large buyers in Louisiana or	4	public-private partnerships to drive
5	large buyers outside of our borders. So	5	revenue and manage for returns, our
6	it's continuing to improve on some of	6	dollars and investments that we make as a
7	these.	7	department. You want that done by an
8	We have great products in place. We	8	independent board of practitioners rather
9	serve 7,000 small businesses on an annual	9	than guys like me who you probably just
10	basis now, but we don't talk about that.	10	lost all of our money. Either way, LEDC
11	We don't do a good job of telling that	11	is a wonderful group led by Mr. Roy.
12	story in Louisiana about how we have some	12	Anything you want to add to that, AJ?
13	amazing programs. We need to continue to	13	MR. ROY:
14	scale those programs. We need to continue	14	Great, great introduction. We are
15	to be very introspective about the quality	15	the financing arm of LED, and we have
16	of those programs, and figure out how to	16	plenty of nuts and bolts startup programs
17	deliver services through partners, and how	17	that I think are very practical and really
18	to improve those services and count where	18	help the business community every day.
19	we are winning and how we are winning but	19	We have, as Joshua alluded, we have
20	telling those stories is super critical.	20	tapped into \$100 million of federal money
21	So branding the Office of Innovation	21	and we look forward to deploying that
22	and Innovation Group will be critical. It	22	through these programs and others. I know
23	matters because we are going to tell the	23	that we occasionally do give grants but
24	stories of what we can make it in	24	every day we engage with banks and other
25	Louisiana, what we can build here. It is	25	financial institutions guaranteeing loans,
25	Page 46		Page 48
1	also critical because we know risk capital	1	et cetera, as well as venture capital,
2	is a social gain and so we have to get	2	seed capital all these programs. So I
3	more money off the sidelines, convince	3	think under the Secretary's leadership we
4	more people who are doing the things and	4	will be able to expand the number of deals
5	building global companies in Louisiana.	5	we do which is something I have long
6	So that's the highlight of team	6	looked forward to. It is very good
7	innovation and small business services	7	programs but I would like to see more
8	improving access to capital, improving	8	money put out there.
9	customers, improving our coaching.	9	Thank you, Madam Secretary.
10	SECRETARY BOURGEOIS:	10	MR. FLEIG:
11	And then the board you engage most	11	I do have a quick note. Under the
12	with?	12	"Positioning Louisiana to Win" bill, the
12	MR. FLEIG:	12	LEDC board composition was shifted a bit
13	Yeah, so we have Mr. Roy here who is	13	to add more representation from economic
14	the Chair of LEDC board. Louisiana	14	development practitioners. So over the
15	Economic Development Corporation was	15	next year we will be, as some folks term
17	created by statute a few decades ago and	17	off of that board, we will be adding
17	was designed to oversee our capital	17	people from the Regional Economic
18		18	
20	programs. It's actually a pretty powerful	20	Development Organization, the local
	board in that it maintains our position on		economic organizations, so they also have
21 22	private investments. So Louisiana, you	21 22	a voice on the board with what small
1	know, through various administrations over		businesses and what startups need in their
23	the years has seen returns with some of	23	respective regions.
24	these investments. It oversees our	24	So I'm open to any ideas, you know,
25	statutory programs that we provide access Page 47	25	suggestions we could make to customers to Page 49
	I age 47		1 age 49

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		-	
1	see some representation.	1	Louisiana companies. But we could get
2	MR. STREAM:	2	very creative to find a path to matching
3	Josh or AJ, you know, I saw recently	3	up to \$70 million for this program in seed
4	I think, you know, that capital	4	capital. We also have a gap in early I
5	formation capital and capital access for	5	would say kind of pre series egg in terms
6	early-stage growth companies is a knock on	6	of size checks we saw this in New Orleans
7	Louisiana. It's something that we may	7	unfold over the last couple of weeks.
8	be I'm not being super specific but	8	Very high potential startup is having a
9	I think as I sort of read data it's	9	very hard time finding a two million
10	something we don't necessarily seem to	10	dollar check. A lot of these funds right
11	perform that well on, or seem to have an	11	now are writing \$250,000 - \$500,000
12	abundance of. I saw some press recently	12	checks. We went little beyond that in
13	about SSBCI and some of the deals that	13	terms of the size.
14	were being discussed. They didn't seem to	14	MR. STREAM:
15	they were good by the way. I'm not	15	So LEDC then is sort of like the GP
16	knocking it. They didn't seem to actually	16	in that type of set up or
17	be good enough in terms of representing	17	MR. FLEIG:
18	some of the deal activity that I'm	18	No. Actually we work as an LP. All
19	familiar with with capital providers that	19	of our dollars we don't make investment
20	don't seem to be on the radar.	20	decisions. We push as an LP. We have
21	And so, I think there is actually	21	seven different GPs. If we are at LP
22	more capital available that is	22	seven different funds for GP, Tulane
23	intentionally very private. It's not a	23	Innovation, Ochsner New Orleans Startup
24	small fund that's trying to get attention.	24	Fund to name a few, but we won't be LP
25	It tends to be, maybe wealthy	25	that fits our broader thesis of investing
	Page 50		Page 52
1	businesspeople in Louisiana that, you	1	in Louisiana startups. The range is big.
2	know, maybe started a business here and	2	It's \$25,000 check up to five million
3	want to support others. But is there	3	dollar checks.
4	should it have been obvious to them that	4	MS. FARR:
5	they could plug into these things or that	5	All on the technology though,
6	there was an interest in this kind of	6	correct?
7	leverage being, you know, accessible, or	7	MR. FLEIG:
8	is there sort of more work to be done on	8	No. Actually not. You know, these
9	that? And what's current and I know	9	are federal dollars. The Feds say that we
10	the strategic plan will have an effort	10	can't invest in speculative real estate or
11	focused on this, but.	11	marijuana businesses. Outside of that
12	MR. FLEIG:	12	it's pretty wide open. It's pretty
13	Ton of work being done. It's a fund	13	flexible as long as GP deems it's a good
14	to funds program now, and we have a ton of	14	expert in managing the returns on it then
15	unallocated capital in there and we can	15	the guardrails are not intense. But happy
16	get really creative to build a new fund	16	to dive deeper with both of you.
17	and pull in capital with this many	17	MR. STREAM:
18	companies as we wanted in that thing and	18	Yeah, thanks. I think I was
19	if we're doing it well, we are filling in	19	encouraged to ask questions along the way.
20	geographic gaps. We're doing more in	20	SECRETARY BOURGEOIS:
20	Southwest Louisiana for example. We are	20	You were encouraged.
21	pulling in family offices or institutional	$21 \\ 22$	(Inaudible. Simultaneous speakers.)
22	capital or high net worth money that is	22	MR. MICHAEL HEHT:
25 24		25	
24 25	not participating in any sort of a more structured way, pushing on investing in	24	I just want to say, Secretary Gray, we suffer as most of those who suffer this
23	Structured way, pushing on investing in Page 51	23	we suffer as most of those who suffer this Page 53
	Page 51		Page

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1	big institutional investors or formal	1	Economic Competitiveness Officer, is not
2	venture capitalists, we are one of the few	2	here today so I'm going to do this for her
3	places in the country really, we are	3	today very briefly. We created this
4	definitely not one of them well, we do	4	office. It had been done back in the
5	have family offices that have good money	5	Mored (spelled phonetically) years, many
6	and we do have wealthy individuals that	6	years ago where we have an entire team at
7	are interested in this and organizations	7	our shop who focuses on economic
8	like Gulf Coast Gulf South Gulf	8	competitiveness. Frankly, they look at
9	Coast angles (inaudible) that are kind	9	strategies and policies to improve the
10	of demonstrates that. So this SSBCI money	10	actual and perceived economic standing o
11	is super flexible, is a really good way to	11	Louisiana. So just some priority projects
12	begin, kind of a critical mass. In that	12	as you all can imagine, all the
13	way I think of a good story from Baton	13	conversation about tax reform right now,
14	Rouge we forgot about is Prisonas (spelled	14	and the incentives being part of that
15	phonetically) which was started decades	15	conversation. Ileana and this department
16	ago which was the last time the State ever	16	is on point to lead our effort in that
17	did speculative investment innovation and	17	space to make sure we are assessing and
18	I think it was 2021 they were bought by a	18	offering incentives that yield high
19	Fenyur (spelled phonetically) still a real	19	results to Louisiana. She is working
20	success story that shows you the cycle.	20	aggressively on our agency alignment
21	MR. FLEIG:	21	creating formal relationships with other
22	They had 40 X return on that	22	state agencies just to create efficiencies
23	investment.	23	just like Paige had mentioned with DNR.
24	MR. MICHAEL HEHT:	24	We are actually doing it with DEQ, some
25	The State actually did.	25	expediting permitting comes through LED
	Page 54		Page 56
1	MR. FLEIG:	1	projects those kinds of things that just
2	This check showed up and no one knew		help all of us.
3	what the hell it was from. It was four	3	Site Certification and Development.
4	million dollars from two different	4	This is just an obvious place, frankly,
5	companies.	5	where Louisiana is woefully behind. And
6	So it's real I think this is about	6	so, she continues to work on our site
7	managing for returns but we are making	7	development argument, because at the end
8	those management decisions. It's guys	8	of the day it's just funding. It's going
9	much smarter than us and all across the	9	to require funding, and just to put it in
10	state filling in some of the gaps. We're	10	perspective there other local, you know,
11	there to help fill these gaps.	11	states that we compete against if you will
12	SECRETARY BOURGEOIS:	12	frequently that will make a hundred
13	I think this is a good example we are	13	million dollar a year investment in sites.
14	both, you know, flying the plane as we are		Louisiana did \$8,000,000 two years ago.
15	building it so we are developing this	15	Just to put our competitive lack of
16	innovation vertical aggressively and it	16	advantage in perspective there. So the
17	has to be part of the strategic plan when	17	site piece is tremendous.
18	we really take a look at our assets and	18	And then, lastly, the bill that
19	our weaknesses in this space in Louisiana	19	created this board also insisted that
20	and how we change that. So we're doing	20	there is someone in the department who is
20	it. We're moving forward as aggressively	21	always focused on securing additional
$ ^{21}_{22}$	as we can and the strategic plan is going	21	federal funding and private funding for
$\begin{vmatrix} 22\\23 \end{vmatrix}$	to speak to this a great deal.	22	our projects. And so, she and her
23	SECRETARY BOURGEOIS:	23	department is actively managing
1	SECRETARY DOUROLOD.		
125	So Ileana Ledet who is our State	25	\$350 million in grants right now and
25	So Ileana Ledet, who is our State Page 55	25	\$350 million in grants right now and Page 57

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1	looking at 40 million in new grants that	1	are looking to fill so our team will
2	we are putting together partnerships to go	2	palpate the system of the recruitment
3	after. So that is a part of her function	3	effort.
4	as well.	4	We also help train. We build
5	And then the last thing, and it's	5	training programs start to finish directly
6	really hard to reflect here, that I've	6	with the company. A lot of times you will
7	challenged her to do is to really get into	7	hear the phrase Ready On Day One. And to
8	rankings, right. We all like to use a	8	do that with some of these others some of
9	good statistic here and there, but for her	9	these large manufacturing projects,
10	department to really look into the	10	there's many years that those projects
11	rankings and to identify which ones matter	11	take to get up everything from the
12	really. And then once we identify which	12	construction to the permitting process.
13	ones matter how do we get them. It's	13	And during that time our team will
14	overly simplistic, but that is one of the	14	actually go and re-create the facility
15	most important functions of her	15	that was being built at the state so that
16	department.	16	they could have sort of an augmented
17	MR. MICHAEL HEHT:	17	reality or virtual reality type experience
18	That's powerful stuff.	18	they are trained so when the facility does
19	SECRETARY BOURGEOIS:	19	open on day one they are ready.
20	Yeah, the rankings are and you	20	Our team works directly with K-12 and
21	know, she added this slide because I	21	higher ed to build the programs to grow
22	continue to encourage everyone to reframe	22	with the pipeline of the workforce. It is
23	our economic competitiveness in this	23	beyond just training those needed for
24	space, not a specific incentive or not in	24	those jobs now, but those that were needed
25	whatever our Secretary of Revenue Richard	25	in the future.
	Page 58		Page 60
1	Nelson, my good friend, likes to call it.	1	One thing the Secretary mentioned a
2	At the end of the day here's what matters	2	lot, and I don't want to steal too much
3	to business, you know. This is what they	3	thunder, AIM, which is Align Integrate
4	ask. It's time, risk, and money. It's	4	Maximize. FastStart is currently doing
5	what they look at, right. You all know	5	that very intentionally and the fact that
6	this. You're private sector leaders	6	we are working with several different
7	around this table and everything we do as	7	state agencies, Louisiana Workforce
8	a State and everything we do as a	8	Commission, and LCDCS. I know we use a
9	department to be competitive has to look	9	lot of acronyms in economic development.
10	at time, risk, and money. And so, that is	10	Louisiana College and Technical School
11	the filter that she runs everything	11	System, working very closely with them to
12	through.	12	make sure that we are building the
13	FastStart. Chelsea.	13	programs and really tackling the problems
14	MS. DUFRENE:	14	that we have in the workforce space today.
15	So LED has a workforce development	15	Yesterday we were at the workforce
16	which is called LED FastStart, and it's	16	Investment Council meeting. Jay was
17	both a program and workforce development,	17	there. We have, you know, I think the
18	and also a discretionary incentive used to	18	statistic was 58.6 percent labor market
19	negotiate products that Paige was	19	participation rate. That means that only
20	mentioning. Once those projects are won,	20	58.6 percent of the population the
21	they are sort of handed over to our	21	population in Louisiana are actively
22	workforce development team to assist with	22	actually working or seeking jobs.
23	the recruitment efforts that those	23	So, you know, the problem, I think
24	companies may need. A lot of times those	24	one of the things with FastStart is we
25	companies have large job numbers that they	25	have typically been really focused on
	Page 59		Page 61

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1 assisting flose companies that have received the incentive for the program that we call the FastStart companies, but we are really looking at expanding our subject matter experts, about 70 team members there, and how can we assist the Subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, about 70 team members there, and how can we assist the subject matter experts, we are looking at upscaling. There's avariety looking at upscaling the bab could not think look the really haven't been as intentional so look the avait about bab look on the as interm of look ereative have avar looking to be focusing on that. look the avait about bab look so this was for look carreative. It's everyone from graphic look soperione around training. look avait do upscapience around that to really look dow look and to really look dow look and to really look dow look and the sound to dow look and to upscapience look avait able to subjectof this sall corerative specific things around				
2received the incentive for the program that we call the FastStart companies, but we are really looking at expanding our reach because of the Coveron - under the for members there, and how can we assist the number, right, Lecause it is well below number, right, Lecause it is well below the national average. And so, we are to looking at engaging parolces. We are looking at engaging parolces. We are looking at engaging parolces. We are looking at upscaling. There's a variety the table for part of the discussion, but the really going to be focusing on that. low ereally haven' been as intentional so low creating out that we have been at lthe table for part of the discussion, but ls. We of that eam of 10 is a team of low creative. It's everyone from graphic develop these types of tools. So this was done completely in-house. This was for a ls done completely in-house. This was for a ls done completely in-house. This was for a ls done completely in-house. This was for a la day experience. This as an AR experience. Page 621identified three strategies or ls wery specific things around training. So we at Economic Development have page for libe avery specific things around training. ltheir reach.111Again, our team has a lot of skills. It is and so, ogain that.11identified three strategies or ls wery specific things around training. So we at Economic Development have page for libe development were law will be for the exist well specific things around training. So we at aconomic dovelopment, We are libe dovelopment have specific things around training. Maximize is certainly wh	1	assisting those companies that have	1	projects we have going on, because I want
3that we call the FastStart companies, but we are really looking at expanding our subject matter experts, about 70 team members there, and how can we assist the mumber, right, because it is well below workforce Commission in raising that number, right, because it is well below workforce Commission in raising that number, right, because it is well below we are looking at upscaling. There's a variety looking at upscaling. There's a variety of different efforts that we have been at 	2		2	
4we are really looking at expanding our reach because we do have a large team of subject matter experts, about 70 team members there, and how can we assist the reach Mcforce Commission in raising that 9both of them. You may have heard a little 57BW orkforce Commission in raising that 9number, right, because it is well below 109New Orleans on Michael, what's the date? Fobruary 9th.10Iooking at recruiting expats. We're 1110MR (CHAEL HEHT: 121212looking at ungscaling. There's a variety 1313SECRETARY BOURGEOIS:14of different efforts that we have been at 1414Thank you. very much. That's our Super Bowl Cara, although I don't think 1718One thing you will see here is that 1817cara sitting over there. But truth be 1719part of that tiscussion, but 1617supposed to call him our Super Bowl19ore thing you will see here is that 1818tod there is setting over there. But truth be 1020creative. It's everyone from graphic 2220part of that team of 70 is a team of 1921develop these types of tools. So this was 4022and we are creating an entire four to five 40 ay experience around that to really 4023done completely in-house. This was for a 2424heighter the Louisiana opportunity.25experience. This as an AR experience. 411identified three strategies or 4026ading about here shortly, but our 47othere, strategies or 403			3	
5reach because we do have a large team5bit about this in the news, but LED,6subject matter experts, about 70 team6because of the Governor - under the7members there, and how can we assist the7Governor's direction, is very engaged in8mumber, right, because it is well below9New Orleans on - Michael, what's the10the national average. And so, we are10date? February 9th.11looking at engaging parolese. We are13SECRETARY BOURGEOIS:12looking at upscaling. There's a variety13SECRETARY BOURGEOIS:14of different efforts that we have been at14Thank you, very much. That's our15the table for part of the discussion, but16Super Bowl Cara, although I don't think16we're really going to be focusing on that.17crar sitting over there. But truth be17we're really going thouse. They20place when you have the Super Bowl20creative. If's everyone from graphic21adveclop these types of tools. So this was22experience. This as an Ar experience.25So we at Economic Development have Erge e224facility. You'll see that was a VR24heigher on that.25And so, you will see a couple of their reach.5So we at Economic Development have Erge e326Ada so, you will see a couple of their reach.5So we at Economic Development have Erge e426Ada so, you will be or the next11identified three strategi	4		4	both of them. You may have heard a little
6subject matter experts, about 70 team members there, and how can we assist the remembers fuere, and how can we assist the remembers fuere is were remembers fuere is were remembers fuere is that remembers fuere is that the table for part of the discussion, but the table for part of the discussion, but remembers fuere really going to be focusing on that. remembers fuere is that remembers fuere is that remembers fuere is that to different efforts fuere of 70 is a team of reative. If's everyone from graphic 20 creative. If's everyone from graphic 21 develop these types of tools. So this was creative. This was not an AR experience. New 22 respecific clinks around that is all their sestimated, you know, that dispers for all markers to writers. They respecific clinks around that so and R experience. Neg 6261Again, our team has a lot of skills. It tis say and as out of skills. It tis say and as out of skills. It tis say and as carcinary and this is all their reach.12Again, our team has a lot of skills. It tis types flow links around training. their reach.113but what we are looking to do is expanding their reach.114their reach.215And so, gain, that Align Integrate thange coming in what FastStart things coming up that the Secretary will for to five space.66Maximize	5	· · · · ·	5	bit about this in the news, but LED,
7 members there, and how can we assist the 8 7 Governor's direction, is very engaged in all things Super Bowl. That would be in 9 8 workforce Commission in raising that 9 all things Super Bowl. That would be in all things Super Bowl. That would be in 9 10 the national average. And so, we are 10 9 New Orleans on - Michael, what's the date? February 9th. 11 looking at engaging parolese. We are 12 February 9th. 10 13 looking at upscaling. There's a variety 14 13 SECRETARY BOURGEOIS: 14 the table for part of the discussion, but 15 15 Super Bowl czar, although I don't think 16 16 mer erally going to be focusing on that. 16 Tm supposed to call him our Super Bowl 17 creative. It's everyone from graphic 20 oplace when you have the Super Bowl. So we are calling this the Louisiana Super Bowl. So we are calling this the Louisiana Super Bowl. So we are calling this the Louisiana Super Bowl. So 21 develop these types of tools. So this was 24 advepreinece around that to really 24 heighten the Louisiana opportunity. 25 So we at Economic Development have 26 26 Again, our team has a tor for kills. It 26 1 idmitfied three strategies or 27 se working very nuch. That's all 24 26 Ads o, you will see a couple of 35 so wa at Loonsina opportunity. 24 </td <td>6</td> <td>•</td> <td>6</td> <td>because of the Governor under the</td>	6	•	6	because of the Governor under the
9number, right, because it is well below the national average. And so, we are the national average. And so, we are to king at ceruing expats. We're looking at engaging parolees. We are looking at upscaling. There's a variety looking the focusing on that. looking the focusing on that. looking to be focusing on that. look that team of 70 is a team of look experience around that to and of 70 is a team of look experience around that to really develop these types of tools. So this was look completely in-house. This was for a look experience. This as an AR experience. Page 629New Orleans on Michael, what's the date? February 9th. SUCRETARY BOURGEOIS: Look and the look of the look of the look of the look of the super look of the look of the look of the look of the super look of the look of the look of the look of the look of the look of the look of the look of the look of the look of the look of the look of the look of the look of the look	7	•	7	Governor's direction, is very engaged in
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		Page 63		Page 65

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1	in assisting and accomplishing number one	1	frustration and astonishment that, you
2	and number two. So that is what the LED	2	know, her state leadership didn't, you
3	role in the Super Bowl is. Rachel is on	3	know, bother to do that. So it can really
4	point for that. If you want to talk more	4	I think make an impression. I think it is
5	off-line please talk to her about it, but	5	a little complicated because it is so
6	this is a huge focus of our work because	6	unique to try to do this, but it is a
7	of the opportunity between now and	7	really sincere effort that LED, the
8	February.	8	Governor's Office, and folks like Geo Inc.
9	MR. MICHAEL HEHT:	9	(spelled phonetically) and others that are
10	Notes to that. This is special	10	really leaning into help make this both,
11	because this is the first time I think in	11	you know, a huge party and a big fun event
12	the history of the eleven Super Bowls that	12	but to leverage it and capitalize on the
13	have been held in New Orleans that it is	13	economic develop opportunity. I think it
14	really a Louisiana Super Bowl, and that is	14	there is a I don't think there is
15	much better for the state. It is one, the	15	clearly a sincere effort, invitation,
16	event requires, because it is basically	16	request, pleading for everyone that can
17	become a mini Olympics, it's too big for	17	lean in and offer value through
18	just a city. It's the right thing to do.	18	relationships, programming, advocacy, and
19	The second is that it is unusual what	19	otherwise to bring it to LED so they can
20	Secretary, LED, and Governor are trying to	20	be taken full advantage of.
21	do to really make this an economic	21	Thanks, Michael, for what you're
22	development event. For example, working	22	doing on this.
23	with Gray, what we're trying with the	23	SECRETARY BOURGEOIS:
23	Young Presidents Organization in	23	Absolutely. Questions about that?
25	partnership with the Super Bowl, most	25	(No audible response.)
25	Page 66	25	Page 68
1	cities that host the Super Bowl are	1	The second project or program I
2	totally focused on the entertainment side	2	wanted to point out that we are very
3	or because it's been so successful	3	actively working on right now is our Come
4	economically the kind of suffer from	4	Home, Louisiana campaign. We launched
5	winning and they don't bother with this.	5	this about three weeks ago at the LSU/USC
6	So I think we are pushing into unchartered	6	game in Las Vegas. The actual picture
7	territory relative to the Super Bowl in	7	there is from inside Allegiant Stadium
8	general by way that could be	8	during the game. But I'm going to tell
9	extraordinarily productive for the state.	9	you the why behind this. We continue to
10	I really just it is exciting to be part	10	hear well, first of all we all know the
11	of it.	11	reality of our state losing population in
12	MR. STREAM:	12	the out migration trend, right. Number
12	I appreciate all the work you're	13	two is, again, back to that narrative and
13	doing Michael, and all the others as well	13	the perception of a lack of opportunity.
15	and Greg who is on this partnership board	14	But number three, and this is the real
16	for the Saints organization. To just	15	sort of where the rubber meets the road,
17	stack on what you said, anecdotally, in	10	when we talk to businesses like FastStart
17	talking with a friend who is part of	17	works with, when we talk to these
18	another NFL team organization that hosted	18	companies here's the feedback we're
20	the Super Bowl recently, you know, she was	20	getting. This is real. The feedback is
20		20	
$\begin{vmatrix} 21\\22 \end{vmatrix}$	blown away that the state government wanted to lean into the economic	21	the day one employee, the FastStart
22		22	trained employee is dynamite. This is an incredible program, and y'all are winning
23	development opportunity, and not lose that in the midst of all the fun and		incredible program, and y'all are winning
24 25		24 25	in that space. Where we are really struggling is that second phase, that mid
2.5	entertainment and she expressed her Page 67	25	struggling is that second phase, that mid Page 69
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1	career, that stepped up trained	1	Expat heavy states that our economic
2	individual. Jay, you're shaking your head	2	competitiveness is being shared with,
3	over there. We heard this from General	3	600,000 views to date. We're not stopping
4	Dynamics when we were with them, and and	4	until we get to a million. Then we're
5	we hear it across the state. It's that	5	going to sort of step back, see where it's
6	next level individual, right, who we don't	6	working and where it's at.
7	have a tremendous talent pool in. And so,	7	The only thing I just want to mention
8	this entire campaign is really driven to	8	really quick. So many times in the past
9	bring those two things together and a	9	when we've tried to lure expats back it's
10	component of this campaign is actually	10	through nostalgia, pure nostalgia,
11	going to be something that we call	11	culture, all the things we love. This is
12	six-figure success which is as simple as	12	the first time we've ever really lead with
13	it sounds. It's a six figure job listing	13	opportunity. We layered the nostalgia
14	board in Louisiana because every kid,	14	under that. But selling the potential to
15	between every 30-year old that lives in	15	advance your career, move back to move
16	Dallas doesn't believe they have the	16	forward was a very intentional message.
17	opportunity to come back making and make a	17	Just the energy, there is a swagger to
18	six-figure income. And so, we are	18	that song.
19	generating all that as a solution to put	19	We need people in Louisiana we're
20	those three different pieces together in	20	playing it in Louisiana, in-state as well,
21	this campaign and we launched it with the	21	because we need people in Louisiana to
22	video. There's a Come Home, Louisiana	22	believe this and hear this and when they
23	website. We have several elements of	23	talk to their friends outside the state
24	actual programming that goes along with	24	they say carry that message forward right.
25	this, but I want y'all to is there	25	Just the beginning.
	Page 70		Page 72
1	sound in here?	1	We really did a giant focus group in
2	MS. CARTER:	2	Las Vegas. When you heard the buzz of the
3	There is.	3	stadium every time they played it was very
4	SECRETARY BOURGEOIS:	4	validating, and we want to tie in the
5	Great.	5	other regionals to be able to follow
6	(Video plays in meeting.)	6	through with leads that we generate from
7	SECRETARY BOURGEOIS:	7	expats and explore the resources.
8	And so, Mark and Mark's team worked	8	Thank you, Secretary.
9	on that. Incredibly proud of it. But	9	SECRETARY BOURGEOIS:
10	what I'm most proud of is we launched it	10	So that just is are two very
11	three weeks ago, and in many respects it	11	specific things we work on now.
12	was a soft launch. Other than playing it	12	Jay?
13	at the game and having that captive	13	MR. JOHNSON:
14	audience we've not yet done a hard push.	14	Just a quick question. Is that
15	And how many views do we have on the video	15	video, has that been pushed out to
16	so far?	16	chambers to tourism bureaus across the
17	MR. LORANDO:	17	state?
18	We've done a YouTube pre-roll	18	MR. LORANDO:
19	campaign on a thirty-second version of	19	We've shared it in our newsletters,
20	this video, unskippable	20	links to it it's on YouTube. It's
21	SECRETARY BOURGEOIS:	21	downloadable. But we will do another
22	Unskippable.	22	SECRETARY BOURGEOIS:
23	(Inaudible. Simultaneous	23	We'll continue to do that. Yep.
24	speakers.)	24	So just I've only got one or two
25	MR. LORANDO:	25	more slides, and I will be brief in my
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1AIM filter is something we put every1Method and and try to explain very briefly2project through. So that is part of the2just from a purely procedural3"how" happening inside of our department.3perspective wow that was a lot of4The second piece is that we did a4alliteration a purely procedural5senior staff retreat about three weeks ago5perspective as I see Pillars for6where we really worked together on6Prosperity on the screen.7developing what we believe from our core7So as we knew, as this bill was8needed to be the fundamentals, right, the8moving forward, and we knew this board was9core values of our organization to the9going to come about or we believed it was,10degree that we get to choose them. And10and we knew a strategic plan was going to11these were those three words that11be was critical, it was really important12continued to bubble up. And so, we are12to me to make sure that we were talking to13putting this feel and this fundamental in13our most local partners, or economic14everything we do. And so, the new LED is14developer partners, our stakeholders on15excellence, innovation, and optimism and I15the ground to talk about what the scope of16hope you feel and see that in all that we16the strategic plan needed to include so17do.17that when we eventua			1	
3but I want to talk a little bit about the "how" because all of these things should3think you've already heard that once or twice today.4"how" because all of these things should45and hopefully will matter to you will but56will also be part and parcel of our ultimate strategic plan.77Mumber threo, we want to create9about AIM. The top graphic on this slide910is real, and it's on every internal1011working document that we have. And this1112is not just a graphic or a logo; this is a1213process for us. When we talk about a1314project, either business development or1415innovation project, or even a process we1516have to go through, we put i through our1617AIM filter, which is first of all who do1718need to align with on this? Who are our1819partners inside or outside the state1920government that need to be in this2021conversation. Number two, now how do we2122integrate them: Mhat is the action to2223integrate them: Mhat is part of the senior staff retreat about three weeks ago56what we doy chick Speyrer from Emergent7The scoond picci is that we did a senior staff retreat about three weeks ago56where we really worked together on the scele nig uside of our organization to the senior staff retreat a	1	handoff here. But I do want to tell you,	1	Number one, is we want to continue to
4"how" because all of these things should and hopefully will matter to you will but 6 will also be part and parcel of our 7 ultimate strategic plan.twice today. Number two, we want to ensure every Louisianian has the opportunity for proud and ever growing wages.8So you heard most of the team talk 9 about AIM. The top graphic on this slide 9 is real, and it's on every internal 11 12 is rot just a graphic or a logo; this is a 13 project, or even a process we 16 have to go through, we put it through our 16 17 AIM filter, which is first of all who do 17 at meed to align with on this? Who are our 18 partners inside or outside the state 22 integrate them. And then number three, 23 integrate them. And then number three, 24 thow we maximize this opportunity for both 25 us the partners we just identified. That Page 74talk about was a lot of a dilteration - a purely procedural perspective wow that was a lot of a dilteration - a purely procedural perspective al sub shib ill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew as this bill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew as this bill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew as this bill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew as this bill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew this board was going to come about or we believed it was, a nd we knew as this bill was moving forward, and we knew this board was going to come about or we believed it was, a nd we knew as t	2	we've told y'all a lot about the "what",	2	position Louisiana to compete and win. I
5and hopefully will matter to you will but will also be part and parcel of our outimate strategic plan.5Number two, we want to ensure every Louisianian has the opportunity for proud and ever growing wages.8So you heard most of the team talk 98Number three, we want to create thriving regions today that are well-positioned for tomorrow.11working document that we have. And this 1211Number three, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's legacy industries to lead in the four, we want to optimize Louisiana's entire business ecosystem to and growth, innovation, and global impact.17AIM filter, which is first of all who do 1717That's our real mission. This is what we do with the Department every day, and we very much want our strategic plan to reflet this.20government that need to be in this 2121That's our real mission. This is what we do with the Department every day, and we very much want our strategic plan to reflet this.21integrate them. And then number three, 2323And so, with that said with that it is time for the handoff for us to really talk about what's next. Try going to alk bout what's next. Try going to alk bout what's next. Try going to serior staff retreat about three weeks ago <td>3</td> <td>but I want to talk a little bit about the</td> <td>3</td> <td>think you've already heard that once or</td>	3	but I want to talk a little bit about the	3	think you've already heard that once or
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18 And then the last thing that we do 18 we would have an engaged and well thought	18	And then the last thing that we do	18	we would have an engaged and well thought
19 differently is I started this presentation 19 out potential scope for y'all. So we	19	-	19	
				engaged Emergent Method several months ago
21 that is in statute and the very generic 21 to begin that process and that is what		-		
22 mission and we have turned that into what 22 Nick is going to present on. Our plan				
23 we call our Pillars for Prosperity that 23 moving forward for the strategic plan is				
24 may it very real and very different. 24 because, again, you've heard me talk about	24			
25 And so, here are our five pillars: 25 aligning, integrating, and maximizing	25		25	
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1	since the committee of 100 was so	1	of my career having the time of my life,
2	integrally involved and really led on the	2	learning a whole lot, getting some
3	research and the best practices that got	3	incredible experiences. But the nostalgia
4	us here, we are going to engage again with	4	of wanting to be back home and raise a
5	C100 to be the administrator and the	5	family here, certainly drew me to it. And
6	manager of our strategic planning process,	6	I assumed, wrongfully at that time, that I
7	because of their relationships with the	7	would have to give up on the opportunity I
8	consulting world.	8	might have had elsewhere.
9	And so, what Nick is going to present	9	So when I moved back to Louisiana,
10	today is the where we are and then in the	10	now this was late 2007 early 2008 so you
11	next coming days we are going to get your	11	know, what's the math there, 16 years ago.
12	feedback on the scope, because that is	12	There was a little bit of excitement at
13	really where we sort of handoff this deal	13	the time, right, Undersecretary Moray,
14	to y'all then we will engage with C100 to	14	(spelled phonetically) and that was the
15	carry out your wishes.	15	time LED went on the process to develop
16	So, Nick, thank you very much. If	16	exactly what it is we're trying to develop
17	you'll take it from here.	17	today, right, and the Blue Ocean Strategy
18	MR. SPEYRER:	18	came about.
19	Perfect and good morning. Thank you,	19	Susan, if you can click on the next
20	Secretary Bourgeois. It's is great to be	20	slide?
21	here.	21	The Blue Ocean Strategy was then
22	First, I want to commend the members	22	concocted right, and one of the major
23	of the Partnership Board. I know you've	23	focuses of it, right, and Michael will
24	got busy jobs, and so your commitment and	24	remember it and Adam will and Mandy will,
25	your passion continue to make Louisiana	25	was a strategy around water management. I
	Page 78		Page 80
1	better is certainly inspirational to me.	1	say all that because it was that strategic
2	A little back story about me if	2	plan which ultimately led to the
3	you'll entertain it for a second. But I'm	3	opportunity for me to create this business
4	a sixth generation German Cajun from rural	4	and we have had a great twelve-year run.
5	South Louisiana. One of my far distant	5	And so, while all of our projects are
6	cousins is actually married to Bill	6	important, and all of our plans are
7	Fontenot, so I'm from your neck of the	7	important, this one is deeply personal
8	woods, Alicia. But pretty much the	8	because I saw the impact of what this had
9	Speyrer family, you're born in St. Landry	9	and I have seen it now for the past
10	Parish, you live in St. Landry Parish, you	10	fourteen years.
11	die in St. Landry Parish. And I am one of	11	My first client when I started this
12	five boys, so four brothers. My dad was a	12	consulting business was the Water
13	schoolteacher. My mom was a nurse. I	13	Institute of the Gulf which is a primary
14	went to LSU 24 years ago, and was majoring	14	focus in the water management sector. A
15	in Finance and was having that kind of a	15	subset of that was to do disaster recovery
16	difficult time between my sophomore,	16	work, right. What expertise do we have
17	junior, and senior year trying to figure	17	here in Louisiana? So I sit here today
18	out what I was going to do next. And I	18	twelve years after starting Emergent
19	believed the narrative, right, that I	19	Method we are actively involved in doing
20	needed to leave the state if I wanted to	20	coastal master planning projects just like
21	create great opportunities for myself and	21	we did here Louisiana, in Oregon, and
22	my family I needed to go to a big city.	22	Virginia, and in North Carolina. Sitting
23	Made a decision to go work for	23	here today we've done a lot of disaster
24	Pricewaterhouse Coopers first in Atlanta,	24	recovery work here in Louisiana but we've
25	then in New York and spent the early part	25	got active projects that are in Texas,
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1	Florida, North Carolina, and here	1	C100. They will be able to advertise for
2	Louisiana.	2	it and we will bring a national consultant
3	And so, the work you're going to do	3	to lead this effort.
4	as this partnership board and what we are	4	So, point of clarification, too,
5	going to collectively create together is	5	right. We were not asked to develop this
6	going to create the next story of the	6	strategic plan, right. We were asked to
7	Emergent Method, right, Louisiana, you	7	make sure we get the right scope. Let's
8	know, Louisiana led, and create some great	8	make sure we get the right deliverables to
9	opportunities.	9	where we can bring in, you know, a
10	So when Susan gave us the call we	10	national firm that has experience doing
11	were obviously excited to be in it. Our	11	this across the country to help us develop
12	firm, and I told you kind of two quick	12	our Louisiana strategic plan.
13	examples of the work we do in water	13	The five steps that we sort of
14	resources and disaster recovery, but over	14	followed or outlined here, but we started
15	the past couple of years we've been	15	just with the document review; let's
16	instrumental and a small part of the team	16	figure out what's been out there, let's
17	with the Department of Energy and Natural	17	research other states that have done
18	Resources to secure almost \$4 billion	18	similar strategic planning efforts, let's
19	worth of grants. We were part of the LSU	19	dig into those scopes of work, let's visit
20	led fuel effort which was able to attract	20	with people around the state and make sure
21	the largest NSF engine's grant in the	21	we understand how you feel about LED now,
22	nation's history of a 150 million coming	22	where you want LED to go in the future, to
23	here to Louisiana. So our firm certainly	23	where we can create an all-encompassing
24	understands and we are part of the fabric	24	strategic plan that gives us as a state
25	of Louisiana and the economic development	25	the path we want to go down with the KPIs
	Page 82		Page 84
1	entity and so getting to embark on this	1	we need, but also provide the fuel to
2	project has been really fun.	2	folks like Paige and the LED team to
3	As Susan mentioned, we hit the ground	3	really make sure we've got a great
4	running through her leadership, through	4	baseline, we really understand what our
5	the Department's leadership. We didn't	5	weaknesses and challenges are, but more
6	want to wait for this board to come	6	importantly where those opportunities to
7	together to then kickstart the process.	7	capitalize moving forward.
8	We wanted to have what we think is really	8	We did about fifty interviews across
9	good forward as a relates to the strategic	9	the state, and on the right hand side sort
10	plan when we were able to get you	10	of shows, but we think we got a nice cross
11	together. So our work was guided here.	11	watch. What we were able to do during the
12	This is the timeline that we embarked on	12	whole course of our engagement activities
13	when where we were able to travel the	13	as well as developing the plan, we were on
14	state and visit with the regional leaders,	14	the phone with Susan and Rachel once a
15	with business leaders throughout the	15	week, right. They gave us thirty minutes
16	state, folks that have been involved in	16	of their time. We were providing
17	previous planning efforts. We have	17	real-time feedback in terms of what you
18	developed a Scope of Work. That scope of	18	and others across our state were saying
19	work is a handout at your desk with you	19	about the Department. So I am not going
20	right now. And when we wrap up today we	20	to go deep into everything we heard,
21	will follow it up electronically. We are	21	because basically the presentation you
22	going to run a tight timeframe. We are	22	heard from LED, what we were hearing was
23	going to look for your feedback and input.	23	confirmation or validation. It was in
24	Make sure we've got the appropriate scope.	24	addition to the things they were also
1.05	Make sure we ve got the appropriate scope.		addition to the things they were use
25	We'll hand that scope over to Adam at Page 83	25	hearing as they started to go around the Page 85

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1	state and get feedback and input. But you	1	them to go around trying to learn, you
2	will recognize the themes, right. And,	2	know, what we now know and what we have
3	certainly, you know, we were able to	3	been able to learn. And so, there will be
4	compile and synthesize, but the whole of	4	the natural transition and that natural
5	government approach was something that was	5	handoff to get that firm up to speed.
6	really important especially to business	6	We do envision that we are going to
7	leaders saying I may have a great	7	host at least eight regional workshops.
8	relationship at LED, but then things get	8	There's a lot of research. These steps
9	held up at Department of Energy and	9	will be concurrent but there is a lot of
10	Natural Resources, or I can't get a return	10	research that we will be able to do to
11	phone call from the DOTD, or I am having	11	understand, you know, what is the strength
12	struggles with workforce development	12	and weakness of each of our regions and
13	opportunities LCTCS connection. So the	13	then work with that national consultant to
14	whole of government approach was certainly	14	facilitate regional workshops to ensure
15	front and center.	15	they have an opportunity to provide
16	We heard a stronger desire from the	16	significant input as it relates to the
17	regions to make sure we got really strong	17	development of the strategic plan.
18	partnership. We don't want the strategic	18	But the big paper body of work and
19	plan to be a pure top-down approach,	19	it's going to be on one slide, but there's
20	right, to go back to Susan's slide	20	thirteen different deliverables associated
21	earlier. Economic development is really a	21	with what you see here. I mean, this
22	local activity. We need an all	22	really does look at every aspect of what
23	encompassing statewide strategy, but	23	we know is important economic development.
24	certainly wanted to be reflective of local	24	It's going to give us a great baseline on
25	priorities, to be reflective of the great	25	where we are compared to our peer and
	Page 86		Page 88
1	work that the locals are doing, right.	1	aspirational states. It is going to do a
2	Many folks are operating under a strategic	2	real honest and hard look and create
3	plan as we speak, and part of our job has	3	recommendations based on national best
4	been to really compile and have all this	4	practices around. How we literally
5	great information and data from our local	5	improve every element in every aspect of
6	economic development partners to where	6	what we're doing from economic development
7	when the national consulting comes in they	7	perspective.
8	have got the library of work so they can	8	As part of that as well, right, it's
9	really hit the ground running.	9	one thing to talk about a whole of
10	Let's kind of quickly walk through	10	government strategy. It's another thing
11	what's now in this draft scope of work.	11	to layer in best practices, to look at the
12	As I mentioned, purely a draft. We	12	way our State is currently organized, to
13	strongly encourage your feedback and	13	look at the way we collaborate across the
14	input, certainly take questions on it	14	critical agencies which we know play an
15	today. But the feedback and input will	15	important role. And so, we are asking the
16	then get worked with LED and then that	16	consultant to provide a specific and
17	will create ultimately the RFP that C100	17	direct feedback on ways we as the state
18	will administer for this effort.	18	can improve, right. How do we all, you
19	The first is kind of your basic	19	know, row in same direction as it relates
20	consulting step, right, but it will be	20	to our overall economic development goals.
21	kickoff and project management. And a lot	21	This is something that is pretty
22	of that will be about getting whoever this	22	unique. We haven't seen this in a ton of
23	national consultant is up to speed as	23	other states. Around a real commitment
24	quickly as they can. We don't want them	24	coming from the Governor and coming from
05	to waste anyone's time. We don't want	25	Secretary Bourgeois in to engage, you
25	to waste anyone's time. We don't want	25	Beeretary Boargeons in to engage, you

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1know, the leaders of the respective departments we know play a role. So it department with the regional economic the statewide strategic plan is.1course really focuses on how is LED going to really focuses on how is LED going to partner with the regional economic development agencies to really tackle some development agencies to really tackle some development agencies to really tackle some does that ultimate partnership look like.7MR. JONES:76of those localized issues, right. What does that ultimate partnership look like.8But the thing I'm wrestling with as we think about strategic planning is that there's a whole private sector as well. I there's a whole private sector as well. I the solution or our police force, so you have like Department of I the clearation or our police force, so you have like Department of I the state forward. Is this effort going to the state forward. Is this effort going to the side advith deucation, you know, these like Department of Stransportation that may be putting those people at the table because truly those stopping truly books that incorporate or the side pair. Nick.21does that work that's already identified the side advith deucation, you know, the ye deal with education you know, the ye the side advith deucation or you for deal with deucation or the side of deal with deucation or you for deal with a strategic plan was done we hal to rip off the side advith deucation for usign to de- th				
3will be a big piece of how we are ultimately successful and what the 53really focuses on how is LED going to partner with the regional economic development agencies to really tackle some of those localized issues, right. What does that ultimate partnership look like.6Go ahead, Jerry.6of those localized issues, right. What does that ultimate partnership look like.7MR. JONES:7does that ultimate partnership look like.8But the thing Tm wrestling with as 98But, you know, the things you saw in LA 23 which are important, right, that will not be the prime focus the way this strategic plan is currently envisioned.11there's a whole private sector as well. I 111112know once people put a bunch of money 131313together and lobby LA 23 was done, 141314Community 100 and Cable (spelled 141415phonetically) and part, it reset program 161616and there's been a lot of ime, a lot of 161817time and money spent on putting together 171718at al (dasa, okay, how we move the 181819state forward. Is this effort going to 191920incorporate things like that, I mean, 202021does that work that's already identified 212122great things about Louisiana. We still 222223have to deal with crime. We still have to 232334does that work that's already identified 241125<	1	know, the leaders of the respective	1	ecosystem. There is an effort following
4ultimately successful and what the strategic plan is.4partner with the regional economic development agencies to really tackle some of those localized issues, right. What does that ultimate partnership look like.7MR. JONES: a But the thing I'm wrestling with as we think about strategic planning is that we talk about whole of government, but to there's a whole private sector as well. I to there's a whole private sector as well. I to gether and lobby LA 23 was done, to gether and noney spent on putting together time and money spent on putting together to and ther's been al to of time, al to fill.MS. FARR: MS. FARR: Just to follow up. Has there been any thought to who those departments in this plan, so. like the Department of Education or ur polic force, so you have like Department of Tanasportation that may be putting those people at the table because time and money spent on putting together to incorporate things like that, I mean, to incorporate things about Louisiana. We still the very for things that are the anchors. And so, how Page 90Just a thought, Nick. SECRETARY BOURGEOIS: MR. HEHT: Page 921does that work that's already identified to speed, I don't think it's going to, you how dowe get this autional consultant up the side parts of it and it folds, right, the side marring within sautonal consultant up the side parts of it and it folds, right, the side marring within sautonal consultant up the side the sheema we could all about to speed, I don't think it's going to, you how dowe get this national consultant	2	departments we know play a role. So it	2	the statewide strategic plan that then
5strategic plan is.5development agencies to really tackle some6Go ahead, Jerry.6of those localized issues, right. What7MR. JONES:7does that ultimate partnership look like.8But the thing Tm wrestling with as8But, you know, the things you saw in LA 239we think about whole of government, but10be the prime focus the way this strategic11there's a whole private sector as well. 11112know once people put a bunch of money1213together and lobby LA 23 was done.13Just to follow up. Has there been14Community 100 and Cable (spelled14any thought to who those departments in15phonetically) and part, it reset program16Education or up police force, so you have16and there's been a lot of time, a lot of16Education or up police force, so you have17time and money spent on putting together17like Department of Tansportation that may be19pattatif forward. Is this effort going to19putting those are the things stopping21because I mean we could talk about the21Louisiana conomic development right, so.22great things abou Louisiana. We still22SECRTARY BOURGEOIS:24deal with education, you know, those24Yep.25things that are the anchory. And so, howThat's going to bo do3strategic plan was doow we had to right, fight, Hrst, Suging to bo do34the schematic coachin	3	will be a big piece of how we are	3	really focuses on how is LED going to
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14consulting in very short order. And it is14integrate those into our own plans and15going to be more focused around what are15they go down to the locals. And so, what16you know, the key industries we are16we end up having is a state that is kind17targeting within each of our eight17of strategically all going in the same18regions.18direction. That makes the message a lot19What I think will be interesting too,19stronger.20Jerry, is we are looking for this to be a20SECRETARY BOURGEOIS:21pretty quick plan. Let's not take a year.21And what Nick was alluding to, it is22Let's really have to focus where we are23work with/incentivize each of our eight23going to prioritize, by regions what are23work with/incentivize each of our eight24those target industries, how are we going24regionals to do a phase two local plan25to support local businesses based on that25based on what this plan is. So Michael at	12	have some very specific focuses that we	12	statewide relevant. And then each of the
15going to be more focused around what are you know, the key industries we are15they go down to the locals. And so, what we end up having is a state that is kind16you know, the key industries we are16we end up having is a state that is kind17targeting within each of our eight17of strategically all going in the same18regions.18direction. That makes the message a lot19What I think will be interesting too, Jerry, is we are looking for this to be a pretty quick plan. Let's not take a year.20SECRETARY BOURGEOIS:21pretty quick plan. Let's not take a year.21And what Nick was alluding to, it is22Let's really have to focus where we are going to prioritize, by regions what are those target industries, how are we going 2523work with/incentivize each of our eight regionals to do a phase two local plan based on what this plan is. So Michael at	13	know we need through this national	13	EEOs that Chris and I are running can then
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23going to prioritize, by regions what are23work with/incentivize each of our eight24those target industries, how are we going24regionals to do a phase two local plan25to support local businesses based on that25based on what this plan is. So Michael at	21	pretty quick plan. Let's not take a year.	21	And what Nick was alluding to, it is
23going to prioritize, by regions what are23work with/incentivize each of our eight24those target industries, how are we going24regionals to do a phase two local plan25to support local businesses based on that25based on what this plan is. So Michael at	22	Let's really have to focus where we are	22	our intention inside of the Department to
24those target industries, how are we going24regionals to do a phase two local plan25to support local businesses based on that25based on what this plan is. So Michael at	23		23	work with/incentivize each of our eight
to support local businesses based on that 25 based on what this plan is. So Michael at	24		24	regionals to do a phase two local plan
	25		25	based on what this plan is. So Michael at
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1	the end is to have the statewide plan, and	1	is attraction for the entire state.
2	to have eight regional plans off feeding	2	MR. FONTENOT:
3	up into it and for them to be all under	3	It's totally refreshing. Susan, I
4	one moniker. Different tasks, right,	4	don't want to prejudge you, but where in
5	different strategies based on the region	5	the organization do you see that interface
6	but for every regional economic	6	to local EEOs, is that through I mean,
7	development organization to have a plan	7	you've got a large team here.
8	that feeds into this plan.	8	SECRETARY BOURGEOIS:
9	MR. HEHT:	9	Right. So there's a direct and then
10	We were holding off on refreshing the	10	there's a lot of indirects, right. It is
11	plan pre Covid. We were going to refresh.	11	Rachel so Rachel is the Chief
12	We said, no we're going to wait because we	12	Engagement Officer. So it's Rachel's
13	want to follow the lead of the state plan,	13	first she is the first point of contact
14	integrate up into it.	14	to be the interface between our Regional
15	MR. MASINGILL:	15	Economic Development Organizations and
16	There a lot of locals that are	16	LED. But my thought from day one is that
17	putting a lot of resources on creating	17	our regionals should have one point of
18	their own tactical plan. We're doing that	18	contact to call for something that they
19	on the Northshore. That will feed in to	19	need not try to have to navigate a call
20	what we're doing here with this exercise.	20	sheet from LED, right. So Rachel's
20	We expressed some of that with Nick.	21	primary on that, but we're actually
22	By the way, your team has been doing	22	working in each of our verticals are
23	a great job in this process of collecting	23	partnering with the REDOS and their own
23	information. The other thing too, as	24	space. So Paige in fact Paige has been
25	Jerry and I might've mentioned, from your	25	with four of the eight REDOS in the last
25	Page 94	25	Page 96
1	perspective is that recognizing the kind	1	three days working through how we're going
2	of firm that's going to be contracted as	2	to do business development together.
3	experts in this field of the practice of	3	Josh, as he's building out his small
4	economic development, they're going to	4	business plan those and pieces, he is
5	look at every piece of information that	5	going to work with the locals. Ileana is
6	has done over the last couple of years.	6	already working with the locals on the
7	That would be a part of that information	7	site piece. So every one of our leaders
8	sharing, because it's just too good. It's	8	works with the locals or the regionals on
9	just there's a lot of depth that was	9	their specific issues, but from an inbound
10	put into a lot of that, and all the	10	perspective if you will and a single point
11	consultants that I know that would be	11	of contact for the relationship it starts
12	considered would take a look at this	12	with Rachel.
13	existing information, because all of that	13	MR. STREAM:
14	is very relevant to come back to this	14	Not to step on your toes or speak out
15	board to go here are the tactical	15	of turn, but some discussion around this
16	measurements that the Secretary and the	16	point is really interesting because in the
17	Governor played out, that we all want to	17	end I think this concept of the whole of
18	tie into and align up to, because even	18	government strategy, you know, it's
19	with what were doing at the local level we	19	clearly a discussion that needs to be a
20	are going to want to make sure that is in	20	whole of everybody. But it really is
20	parallel with what the state is doing. So	20	about, you know, culturally getting buy in
21	there's a complementary tactical component	21	and I think, Meryl, that's part of what
22	of all the resources that we're spending	23	you're talking about is ensuring
23	particularly, the lead generation and what	23	engagement so there is truly buy in of
25	we're doing to create this new narrative	25	people that are involved and not just
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1	being spoken to, but there has to be	1	NGOs and business groups as well as all
2	ownership of the concept that if what	2	these departments, insists on and demands
3	everyone here wants is for Louisiana to	3	a unified voice from the legislature as
4	have better lives, better health outcomes,	4	well because I'm astonished at the
5	prettier, you know, streets and cities,	5	dissonance sometimes of what I hear as it
6	better educated and so forth, it's not	6	relates to policies and decisions that
7	just magically do that to create economic	7	would grow the economy actually and make
8	developing. It's create economic	8	people's lives better being met with a
9	development and those things happen that	9	tremendous about of sort of resistance.
10	you get a flywheel going. There has to be	10	So how these things ultimately also inform
11	this alignment.	11	bottom-up and top-down what the
12	I think that behind this concept that	12	legislature does and try and make sure
13	economic development is not just something	13	they appreciate how their ownership of
14	that LED does by going and recruiting a	14	this kind of philosophy makes an enormous
15	company to build something here, but that	15	difference as investment is sometimes
16	there is a wholistic, everything we're	16	begging to be made here sort of being,
17	doing wholistically in developing the	17	like, stiff-armed.
18	economy, those two words have just sort of	18	SECRETARY BOURGEOIS:
19	become, people I think have become numb to	19	Mr. Chairman, if you and this board
20	them, because economic development	20	manage to insist the legislature do
21	basically means human quality of life	21	anything, I've got a list for you and that
22	development in whatever state that is.	22	would be our greatest success if we do
23	You know, new investment and ultimately	23	this.
24	filter in quality of life.	24	MR. STREAM:
25	So how the plan maybe touches on how	25	I am thinking that it just
	Page 98		Page 100
1	that engagement explains takes place and	1	SECRETARY BOURGEOIS:
2	creates that connectivity to ensure buy in	2	You're not wrong.
3	is maybe part of what this discussion is	3	MR. STREAM:
4	trying to make sure is incorporated.	4	if the ambition of that much
5	MS. FARR:	5	coordination of messaging could be
6	I talked a little bit about	6	achieved that it would be irresistible I
7	education, and I can definitely include	7	guess.
8	I don't know exactly what department it	8	MR. SPEYRER:
9	would be loss enforcement (inaudible)	9	And I think the fact that, you know,
10	would be also to bring the projects to	10	that is certainly a piece of the
11	life, this is critical. Thinking about	11	deliverables that we certainly want,
12	again infrastructure not just housing;	12	speaks to the importance of it right, and
13	electricity to water, sewage, all those	13	it's the feedback we continue to hear from
14	things. I mean, maybe I'm a little more	14	everybody who are addressing these
15	aware of it, because I live in such a	15	fundamental challenges that are certainly
16	rural area, but really those departments	16	impacting. And so, that is absolutely
17	probably need to be brought into the fold	17	part of the scope of the consultant to
18	as well so that they have the resources	18	give us an honest assessment around how
19	available to them. I find that there is a	19	are we currently aligned, where the gaps
20	real lack between the locals and knowing	20	are, what's also just missing, right, from
20	what is really available. So just some	20	our state today, right is that strategy
$\begin{vmatrix} 21\\22 \end{vmatrix}$	comments there.	$\frac{21}{22}$	around what are our target industries that
22	MR. STREAM:	22	are based on the strengths that we have at
23	You know, to the extent that all this	23	a local level, where are the greatest
24	alignment and collaboration among these	24	opportunities, who are the target
25	Page 99	25	Page 101

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1	companies to get on the phone with if	1	SECRETARY BOURGEOIS:
2	they're not already part of our, you know,	2	Adam, can I call on you for one
3	our CRM. So I think doing all those	3	second also, because I think you wrote a
4	things and trying to move as quick as we	4	lot of the legislation that actually led
5	can, where we bring in a consultant in a	5	us here, but there's wording in the bill
6	firm to help get these things done. But I	6	in the Act itself that speaks to creating
7	just the work will still be ongoing,	7	both a strategic plan for economic
8	right especially through this board.	8	development for the State of Louisiana and
9	MR. JONES:	9	a strategic plan for LED. That is the
10	I'm sorry. But at the risk of	10	conversation but I'll let you
11	flogging the horse, this to me is critical	11	MR. KNAPP:
12	because if you can get every cabinet,	12	Mr. Speyrer, to your comments, to
13	secretary to buy-in to buy into their	13	Jerry's comment that is consistent with
14	responsibility or economic development and	14	what was originally framed in the
15	human development I am at the middle of	15	legislations. You spoke about government.
16	an argument right now that one of our	16	You spoke about wanting to have it
17	departments in the industry, namely that	17	incorporated and you saw how the best
18	deals with transportation and development,	18	performing state organized their
19	and you would think that getting a road	19	legislation to do the same thing. They
20	built to help a string of businesses is	20	have a board like this, very high level
21	antithetical to good government. And the	21	folks whether it's Georgia, North
22	pushback that these businesses are getting	22	Carolina, Virginia. There are boards like
23	to try to get a road built without any	23	you who are looking at where the state is
24	I can understand budget. I can understand	24	heading for their economy, and they are
25	schedule. I can understand we just don't	25	trying to figure out how to make sure that
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1	want to. It is as if it is as if they	1	the private sector is going to shape each
2	just don't get it, you know. If you can	2	agency in integrating if they see an
3	achieve that, if we can achieve just that	3	agency not really playing an integrated
4	transformation where every single	4	role this board in other states is helping
5	department has a place at the table to	5	to call attention to how that could better
6	help business build we've done something.	6	be performed. And that's one of the
7	MR. STREAM:	7	reasons I think you and the Governor
8	It's good timing with the work that a	8	have were pushing that it needs to be
9	particular department is also doing with	9	set up that way.
10	their restructuring and evaluation of how	10	You know, I think it is something
11	they can better align, you know, with	11	how does this best happen to have those
12	trying to grow the economy moving forward.	12	agencies brought into what Nick and the
13	And I do appreciate as we are talking	13	team are going to be helping coordinate
14	about this, a lot of this is addressed in	14	and we are helping coordinate, but that's
15	the meat of this draft of this scope	15	a great question. The Governor is pushing
16	document that you are putting together in	16	very aggressively to help every agency fix
17	bullet point form under a lot of different	17	its own internal operations. It's almost
18	headings that, you know, suggest a lot of	18	kind of staggering to watch how many
19	work will be done around those and that it	19	agencies are being asked to improve all at
20	is recognized in the scope. And certainly	20	once. So the cabinet is a great place for
21	if there are things as we dig in that	21	that to be happening.
22	maybe we see missing we can get you guys'	22	SECRETARY BOURGEOIS:
23	feedback on in a tight turnaround.	23	And not to jump ahead the plan but if
24	MR. SPEYRER:	24	the plan, for example, were to have a
25	Yep.	25	suggestion for an executive order that
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1	created some of those things or mandated	1	on, Adam, what's the best practice of the
2	some of those things, right, I never	2	other states to go on, but a lot of the
3	volunteer anything on the Governor's	3	issues here in Louisiana connect not just
4	behalf, but I certainly think that's well	4	on the economic development side, but
5	within the scope of this board to make	5	direct that the building business will
6	that recommendation.	6	automatically address those quality of
7	MR. JONES:	7	life issues. I'm just not certain whether
8	You don't have to wait for	8	the plan, whether we included with Meryl's
9	legislation then.	9	question initially, whether the plan will
10	SECRETARY BOURGEOIS:	10	take on any part of quality of life issue
11	Right. Exactly.	11	such as infrastructure, such as crime,
12	MR. SPEYRER:	12	particularly crime, such as flux safety
13	Great point. Great feedback. If you	13	and things of that sort so I'm just I'm
14	think things are missing or we need to be	14	just not clear.
15	a little bit stronger in that draft RFP	15	MS. FARR:
16	this is kind of the conversation,	16	It kind of is and it isn't. And
17	obviously, timely. We are going to ask	17	these departments that are listed under
18	you to move quick. We are going to try to	18	activities, Department of Wildlife and
19	respect your time. But sort of just in	19	Fisheries, kind of, like, both sides of
20	the aggressiveness of Secretary Bourgeois	20	that right, because I think some of the
21	and the Governor, when we wrap this	21	parks are going to make that periphery
22	meeting up today you're going to an e-mail	22	same as tourism, right. So is that
23	from me. You'll get an electronic version	23	lifestyle? But our parks are places of
24	of that draft scope of work. Ideally,	24	lifestyle and that's where people go for
25	comments back on October 4th allowing us	25	recreation for fun, for enjoyment, right.
	Page 106		Page 108
1	to try to get the RFP out just a couple of	1	Department of Insurance is really a
2	days later through Adam and his team at	2	problem for business, because we have a
3	C100 to where we're trying to kickstart	3	very tough insurance environment.
4	this strategic planning project in	4	Environmental Quality I would probably put
5	November. If it is easier for you to get	5	both sides of business people. That's why
6	on the phone with me or Brooks or David or	6	I mentioned it maybe it could go there.
7	John or our team, we are happy to get on a	7	It was very interesting to hear that
8	call. If you want to send us track	8	you started a program in K-12 to encourage
9	changes or an email, whatever's easiest	9	people to start early, and it reminds me a
10	and most convenient for you we will make	10	little bit of the days of when DARE was a
11	that work. And then we will keep you in	11	big deal too, when we had police officers
12	touch with the feedback we're getting in	12	in the school at a very young age
13	as opposed as it relates to any	13	incentivizing kids to resist from drugs
14	potential changes to this timeline.	14	and alcohol abuse.
15	But our hope is to get the consultant	15	We haven't connected there's a big
16	in here and get this worked out as quickly	16	disconnect in my opinion with how reported
17	as we can.	17	crime is to economic development in this
18	MR. STREAM:	18	state. The number one reason I can't
19	Feedback by October 4th?	19	recruit people is because when you Google
20	MR. SPEYRER:	20	Monroe, it's the most dangerous city in
21	Yes, sir, Mr. Chairman.	21	the nation. So that's just the reality of
22	MR. RUSOVICH:	22	the situation. That's affecting business
23	Meryl hit on it a bit on the quality	23	coming and that's hindering small business
24	of life issues and I'm not clear in terms	24	from recruiting people. That's definitely
25	of whether the plan should or would take	25	hindering the mid level people from coming
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1	into the state.	1	to education to public safety even to
2	MR. LANDRY:	2	amenities I would even liken that to
3	Let's start with the elephant in the	3	Brandon's, how do people think about
4	room. From my perspective, it was very	4	Louisiana and they both matter. The
5	well-publicized we had to leave Louisiana	5	business environment is the foundation
6	and it wasn't my first choice. I tried	6	that allows the business development to
7	for sixteen months to hire executives to	7	happen.
8	come to Baton Rouge, but they would come	8	SECRETARY BOURGEOIS:
9	in, to your point, they would read the	9	So the way I remember I'm
10	headlines, they would look at the crime	10	harkening back to my GNOE (spelled
11	rate, they wouldn't even go to New Orleans	11	phonetically) days to discuss it as the
12	and then they would look at the	12	product and the process. This is the
13	educational system. So Georgia, Texas,	13	product, right. And so, my point is I
14	Tennessee they were reaching out to us,	14	think we have to reflect somewhere in the
15	look at us.	15	scope that there has to be an assessment
16	So just in my opinion we need to	16	of, look, it's not rocket science, right.
17	start with the elephant in the room just	17	I'm pretty sure somebody from, right, a
18	from businesses like mine.	18	consulting firm could do that with a
19	MR. JOHNSON:	19	little bit of research sitting at a desk
20	Not to pile on but I'm going to	20	one day or we can all do it ourselves.
21	suggest recruiting them is step one.	21	But to speak to both the product and the
22	Retaining them is step two. Every person	22	impediments, right, the product being
23	that leaves Louisiana leaves for a	23	Louisiana, the realities and the
24	different quality of life.	24	narrative. So, yes. I think we are
25	MR. LANDRY:	25	hearing loud and clear that's gotta be
	Page 110		Page 112
1	You want your family safe and you	1	baked into the scope somehow and not just
2	want to make it	2	a biz app (spelled phonetically) kinda
3	SECRETARY BOURGEOIS:	3	plan, right
4	Nick, I don't know if it's	4	MR. HEHT:
5	specifically in the scope, currently but I	5	It might be a biz app that has
6	think I'm hearing pretty loud and clear we	6	quality-of-life issues which are
7	need to include, the way Michael used to	7	impediments to the strategies they
8	always describe it is use	8	actualize, and then when you get a chance
9	MR. HEHT:	9	to talk about the governmental approach do
10	I'm getting triggered	10	they delegate those out?
11	SECRETARY BOURGEOIS:	11	(Inaudible. Simultaneous
12	I know and I've heard it before.	12	speakers.)
13	MR. HEHT:	13	SECRETARY BOURGEOIS:
14	Jay, to your point there's two parts	14	Right. Exactly. Or the Governor
15	of this. You've got to be clear so we	15	could put some influence over delegating
16	don't, you know there's business	16	this. And then if you take it down to a
17	development which is the recruiting part.	17	regional level, then, right, what the
18	How are we going to target these	18	challenges are in your region with, you
19	industries for which we have intrinsic	19	know, your REDO and what they look at then
20	advantages where we should be leaders?	20	the strategies might also have to bake in
21	That's kind of what the plan needs to	21	the what needs to be fixed if you will,
22	sell. There's are the five areas where	22	or addressed rather. I like that.
23	Louisiana can win, right. That's business	23	Does that make some sense to you,
24	development. That there's business	24	Nick, as to how to put that in the scope?
25	environment which is everything from taxes	25	MR. SPEYRER:
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1Yep.1If anybody has any conflicts2MR. HEHT:2earlier3(Inaudible) but Secretary, selfish3SECRETARY BOURGEOIS:4reasons, is that if you do this4Exactly, the earlier we know	
3(Inaudible) but Secretary, selfish3SECRETARY BOURGEOIS:4reasons, is that if you do this4Exactly, the earlier we know	
4 reasons, is that if you do this 4 Exactly, the earlier we know	
5 establishes economic development which is 5 MR. STREAM:	
6 about good jobs and good quality of life 6 they can put those out for	
7 for everyone as the North Star and 7 attempts to accommodate and th	-
8 everything else falls out of that. From a 8 a possibility but otherwise we w	-
9 selfish perspective it's a very powerful 9 hammer those into the calendar.	
10 way to frame economic development. It's 10 Any other business? Well, I	
11 also 11 something earlier and I thought	
12 MR. SPEYRER: 12 but I need to make sure I pay res	-
13 So just in the respective time we 13 Secretary Bourgeois and the LE	
14 will send you this draft, but there's a 14 something like, you know, if thi	
15 couple of places we can expand a couple of 15 partnership board doesn't have the	
16bullet points to clearly capture this16opportunity to really engage and	
17 scope. And then what I would say is be on 17 positive impact on the State, tha	
18 the lookout later on today or sometime 18 that have been asked to serve ma	ay sort of
19tomorrow you'll get a revised version that19disengage.	
20 accomplishes and incorporates the feedback 20 I would also just point out the	
21 we're getting today. 21 without this partnership board ex	-
22 MR. STREAM: 22 LED didn't sort of wait around.	
23 Great. Thank you, Nick. Thanks 23 restructured. They've done an ex	
24 everybody for the discussion on that. 24 amount of work to get the scope	-
25 SECRETARY BOURGEOIS: Page 114 25 with the RFP for strategic plan w	which Page 116
	1 age 110
1 Nick, when you click back one I just 1 hasn't been done in sixteen years	
2 want to make sure everybody saw that 2 They've done Come Home, Lou	
3 aggressive timeframe just so you know 3 They've been preparing for the S	-
4 where we are. Again, there's not an end 4 They've developed their Excelle	
5 date. I have it in my head what I would 5 Innovation, and Optimism them	-
6 like it to be, but there is certainly a 6 clearly not sitting still and just w	-
7 start date. So we want the process to 7 for the droplets of wisdom that r	•
8 begin in earnest in November. 8 from this partnership board to fe	
9 MR. STREAM: 9 So I just say that as well as a	
10Other next steps to discuss?10challenge to those of us serving	
11 SECRETARY BOURGEOIS: 11 don't that we don't create a sce	
12 Next steps, primarily in your book 12 where they disengage from us.	
13there's future meeting dates. Rachel will13perception that we are not creati	ng real
14 send calendar invites for everybody, but 14 additional value.	
15 we wanted to be very clear early on so 15 So I think with the kind of	
16 everyone has plenty of time to let us know 16 engagement we had today we se	
17 if those are problematic for any glaring 17 are enthused and plugged in. The	
18 reason, but those are our scheduled dates. 18 it's a new animal so obviously w	
19 MS. SHIELD: 19 have to figure out the collaborat	
20 That's going to be the second tab of 20 some boards that are already in p	-
21 your book in the second page highlighted 21 have made a huge impact on the	
22 on the top Overviews September 2024. If 22 With this new organization and	with the
23 you look at the bottom of the page you'll 23 department itself is exciting.	
24 see proposed meeting schedule there. 24 I appreciate everybody for be	
	ing that
25 MR. STREAM: Page 115	Page 117

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1	y'all do here in the State.	1 REPORTER'S PAGE
2	Anything else, ma'am?	2 I, MELISSA J. DAVID, Certified Court Reporter in
3	SECRETARY BOURGEOIS:	3 and for the State of Louisiana, the officer, as
4	I would just like to echo that a	4 defined in Rule 28 of the Federal Rules of Civil 5 Presedure and/or Article 1424(R) of the Louising
5	little bit more and also say that each of	5 Procedure and/or Article 1434(B) of the Louisiana6 Code of Civil Procedure, before whom this proceeding
6	you are here, you know, I was with the	7 was taken, do hereby state on the Record:
7	governor for about 90 days as we worked	8 That due to the interaction in the spontaneous
8	through these potential appointments and	 9 discourse of this proceeding, dashes () have been
9	you're all here because of a very	10 used to indicate pauses, changes in thought, and/or
10	important and unique perspective. This	11 talk overs; that same is the proper method for a
11	isn't a just let's go look through the	12 Court Reporter's transcription of proceeding, and
12	list of folks who want to be on some board	13 that the dashes () do not indicate that words or
13	and put them on the board, and I think	14 phrases have been let out of this transcript;
14	that's coming through already.	15 That any words and/or names which could not be
15	Brandon, I'm going to to pick on you	16 verified through reference material have been denoted
16	a little bit, but the fact that you built	17 with the phrase "(spelled phonetically)."
17	a company here and the fact that you did	18
18	move is part of why you're here, right,	19
19	because you have a	20 MELISSA J. DAVID
20	MR. LANDRY:	Certified Court Reporter
21	I want to bring it back.	21 *Reporter signature affixed on
22	SECRETARY BOURGEOIS:	the following Certificate Page.
23	That's right. And you have a	22 23
24	perspective. This isn't just about	23
25	putting people around the table to slap us	25
	Page 118	Page 120
1	on the back and say y'all are great.	1 REPORTER'S CERTIFICATE
2	That's not the point. So, Brandon, you're	2 This certification is valid only for a transcript accompanied by my original signature and original
3	here very much because of that exact	3 required seal on this page.
4	perspective.	 I, Melissa J. David, Certified Court Reporter in and
5	My point is none of you are here but	for the State of Louisiana, as the officer before 6 whom this meeting was was administered,
6	for a very well though out intentionality.	That this testimony was reported by me in the
7	And so, to your point, this is not a	7 stenomask reporting method; was prepared and transcribed by me or under my personal direction and
8	rubber stamping board. This is not a let	8 supervision, and is a true and correct transcript to the best of my ability and understanding;
9	LED come in quarterly and tell you how	9 That the foregoing transcript has been prepared in
10	great we are. That is not the intention.	compliance with the transcript format guidelines 10 required by statute or by the Rules of the Louisiana
10	That it is not the way this will roll out	Certified Shorthand Reporter Board; and that I am 11 informed about the complete arrangement, financial or
11 12	so thank you all very much, very much for	otherwise, with the person or entity making
12	what you have agreed to do before you even	12 arrangement for deposition services; that I have acted in compliance with the prohibition on
15	know what it is.	13 contractual relationships, as defined by the Louisiana Code of Civil Procedure Article 1434 and in
14	MR. STREAM:	14 rules and advisory opinions of the Board;
		That I have no actual knowledge of any prohibited 15 employment or contractual relationship, direct or
16	Any other comments?	indirect, between a court reporting firm and any 16 party litigant in this matter, nor is there any such
17	(No audible response.)	relationship between myself and a party litigant in
18	Well, I would say this is how	17 this matter; That I am not of counsel, not related to counsel or
19	Secretary Bourgeois does a meeting, have a	18 the parties herein, nor am I otherwise interested in the outcome of this matter.
20	room of smart people with lots of things	19 *All quoted material in this transcript is
21	to add and still wrap up three minutes	transcribed as read by the reader. 20
22	early. So appreciate the time. Thanks	21
23	everybody.	Certified Court Reporter
24	Meeting adjourned.	23 CCR No. 2020005 24
25	Meeting concluded at 11:00 a.m.	25
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