



**NOTICE IS HEREBY GIVEN** that the Strategic Planning and Partnerships Committee of the Southside Economic Development District will meet Thursday, March 27, 2025 at 12:00 PM Benoit Community Center Monroe, Louisiana

**NOTICE IS FURTHER GIVEN** that the Southside Economic Development District reserves the right to change, add to, or remove any item listed on this agenda. This meeting is open to the public in compliance with the Louisiana Open Meetings Law.

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## AGENDA

### Roll Call

- Mr. Herb Guillory, Chairman
- Atty. Sarah Smith
- Miss Jessica DeTiege
- Mr. Kenneth Hall
- Reverend T. J. Stevenson
- Bishop Michael Douglas

### 2. Invocation

### 3. **Report:** Orientation and Purpose of the Committee

Chairman Herb Guillory will deliver a formal overview of the committee's mission, structure, and strategic objectives for the upcoming six-month operating period

### 4. **Discussion:** Community Engagement and Rebranding Schedule

Presentation of a proposed 90-day strategic communication and outreach plan, including public listening sessions, brand audit considerations, and digital engagement enhancements.

### 5. **Discussion:** Strategic Items for Deliberation and Recommendation

#### A. **Report:** Sponsorship Request – 2025 Housing Fair & Expo

Presentation concerning the City of Monroe's request for SEDD sponsorship of the 2025 Housing Fair & Expo, scheduled for Saturday, May 31, 2025.

#### a. **Discussion:** Consideration of Sponsorship Participation

The committee shall deliberate on the merits of supporting the event and the alignment with SEDD's housing and public engagement priorities.

**b. Action:** Recommendation for Sponsorship Commitment

The committee shall consider and vote on a recommendation to the Board of Commissioners to sponsor the 2025 Housing Fair & Expo.

- Mr. Herb Guillory, Chairman
- Atty. Sarah Smith
- Miss Jessica DeTiege
- Mr. Kenneth Hall
- Reverend T. J. Stevenson
- Bishop Michael Douglas

**6. Discussion:** Proposal to Engage a Part-Time Assistant Program Director

The committee shall review a proposal to retain a 1099 independent contractor to serve as a part-time Assistant Program Director, including responsibilities, compensation, and reporting structure.

**a. Action:** Recommendation to Retain Assistant Program Director

The committee shall vote on whether to recommend the Board of Commissioners authorize the engagement of a 1099 part-time Assistant Program Director at a rate of \$18–\$20 per hour, not to exceed 30 hours per week. The vote shall be conducted by roll call and recorded accordingly:

- Mr. Herb Guillory, Chairman
- Atty. Sarah Smith
- Miss Jessica DeTiege
- Mr. Kenneth Hall
- Reverend T. J. Stevenson
- Bishop Michael Douglas

**7. Discussion:** Proposal to Incorporate web developer to maintain and upload documents needed for SEDD website.

Committee shall vote on whether to recommend Evobrand Marketing Concepts to manage the upkeep and maintenance of documents and content on the SEDD website for \$150 per month, along with future projects. (Evobrand.net)

**a. Action:** Recommendation to utilize services for current needs and future projects.

**8. Future Meeting Discussions:**

a. Assessment of Strategic Partnerships and Subcommittee Structure

Committee discussion regarding the current partner landscape and internal subcommittee framework, with the objective of identifying areas of improvement and redundancy.

b. Assignment of Committee Roles and Operational Tasks

The committee shall assign internal responsibilities, recommend subject matter experts, and confirm scheduling protocols for future meetings and agenda submissions.

c. Identification of Two Core Strategic Projects- The committee shall examine the adopted Comprehensive Plan and identify two achievable, high-impact projects to anchor the committee's efforts over the next 90–180 days.

**9. Citizen Participation**

Members of the public shall be afforded the opportunity to provide comment. Each speaker shall be limited to three (3) minutes in accordance with the Louisiana Open Meetings Law.

**Adjournment**