

COMMUNIQUE

Message from WBIA President

We have gotten past the midpoint of our year, and your WBIA Board has been busy. As you know, we wanted our emphasis this year to be on growing membership and working with our government contacts to promote WBIA infrastructure priorities. I believe we have been effective on both fronts. As to membership, we have begun a number of initiatives, and we are beginning to see the fruits of our labor. Among other efforts, we are focusing on rebuilding membership among our industrial base around the Harvey Canal; we are reaching back to dormant members to get them reactivated; and we are tapping into another group through our Westbank Emerging Leaders (WEL) initiative. We have already had a few WEL socials to make new contacts, to introduce WBIA to new businesses and educate them about the WBIA services we can provide.

As to government affairs and infrastructure, we have had a number of occasions to learn about issues facing the Westbank business community and to promote the interest of WBIA. Over the past few months we have been involved with; a tri-parish program headed by two Parish Sheriffs and a third Parish District Commander at a membership meeting, a roundtable with Jefferson Councilperson Bonano, our Legislative Update, the Governor's luncheon, an airboat tour with the CPRA to Davis Pond to learn more about our wetlands and have attended a number of other functions with various business groups around the metropolitan area. As representatives of the WBIA, we have a place at the table where important decisions are made that affect our businesses and quality of life. We are actively striving to effectively represent our members' interests. I am proud to have the opportunity to represent the interests of the Westbank!

Come get active. Attend a monthly luncheon, join a committee, bring a guest to a WEL social, and help recruit new potential members from among your business partners, neighbors and vendors. There is power in numbers. Help us grow.

Best regards,

Tom

Tom Cortazzo, WBIA President

Tom.Cortazzo@lewisbrisbois.com

Inside this issue

	Page
New calendar; New board	2
Infrastructure	3-4
August 18 Member Luncheon Risk Rating 2.0	5
Workforce/Education	6
September 1 Member Luncheon with Dr. Gray	7
November 4 WBIA Golf Tournament	8
New Members	9
WBIA community events	10-11
Economic Impact	12

WBIA office location:

WBIA
5201 Westbank Expressway
Suite 205
Marrero, LA 70072
504-367-1721

Please update your records.

Get more from Membership; get active.

[Infrastructure](#) / [Government & Environment](#) / [Special Events](#) / [Workforce](#) / [Membership](#) / [Legacy](#)



WBIA changes year to "the calendar" for 2022

A number of members brought the idea of changing our membership renewals to January. Most businesses are planning budgets to start at the beginning of the calendar year and members could plan accordingly. The motion passed and our new year began in January of 2022. A new year, means a new WBIA Board. On January 6, 2022 the WBIA Officers and Directors were installed. Pictured below from left to right: Fuenzalida, Cerutti, Burke, Herbert, Hoppes, Sanchez, Ansardi, DiGerolamo, Miller, Tucker, Rutledge, Williams, Steel-Bourgeois, Ferrera.



WBIA Board meets the second Wednesday of each month. Agenda items can be submitted to Lisa at the office.

Lisa@WBIAAnola.com
504-367-1721

2022 Westbank Business & Industry Association Officers

President ~ Tom Cortazzo, Lewis Brisbois
Executive VP ~ Anthony DiGerolamo, Southern Surgical Specialist
Vice President ~ Tara Miller, Ochsner Health
Secretary ~ Danica Ansardi, The Ansardi Group
Treasurer ~ Javier Sanchez, OnPath Federal Credit Union



WBIA Government & Environment Committee met with Jefferson Parish Sheriff Lopinto about crime and the 7-mil increase (April 2022). The new tax raises about \$28M for deputy and other employee raises. Voters passed the new millage. Crime continues to be a major regional concern. A BGR event with Lopinto and Ferguson (Orleans) can be [viewed here](#).

Dr. Shawn Wilson, Louisiana Secretary of Transportation Speaks at WBIA Member luncheon.

Shawn Wilson gave an update on infrastructure projects throughout the state. Westbank projects include the completion of the Belle Chasse Bridge and the complete overhaul of the Harvey Tunnel. This will be a three (3) year closure of the tunnel. Other regional projects include the Loyola (airport) interchange and a Passenger Rail to connect Baton Rouge and NOLA. Ask Lisa for a copy of the presentation.



JEFFERSON PARISH INDUSTRIAL ZONING STUDY

JEFFERSON PARISH - INDUSTRIAL ZONING STUDY

The parish has hired Camiros, a planning and zoning consulting firm, to study the current industrial zoning throughout Jefferson. According to the framework report (you can view online at: <https://jpindustrialzoning.com/>), a primary goal of this effort is to create a set of industrial districts that build more predictability into the zoning process. Zoning establishes the uses, some with specific standards, that are allowed within a district, whether permitted by-right or through an approval process, such as special permit uses (SPU), as well as the dimensional standards for development. This Report is not intended to present specific zoning changes in detail, as these will be worked out during the drafting process (Phase Two). Expected Sept 2022.

Additional plans and studies have also informed the assessment that was previously adopted by the parish, including:

- Envision Jefferson 2040 Comprehensive Plan (adopted 2019)
- Harvey Canal Corridor Plan (adopted 2015)
- Port NOLA Forward (adopted 2018)
- Jefferson EDGE 2025 Plan (adopted 2021)
- Various Resolutions and parish staff reports including but not limited to:
 - Avondale Shipyard and Avondale Industrial Marine (AIM) overlay district zoning (2019)
 - Industrial landscape buffers (2010)
 - Heavy Industry in Jefferson Parish is a Bad Deal for Our Health & Economy(2021)

CURRENT INDUSTRIAL ZONING

The Table 1: Current Industrial Zoning summarizes how the current Zoning Ordinance (Chapter 40) organizes industrial zoning by district. Table 1 does not offer an analysis or any recommendations for these existing districts, but rather only summarizes current zoning standards.

Table 1: Current Industrial Zoning		
Current District	Summary of Current District Purpose Statement	Current Dimensional + Use Standards
OW-1 Office- Warehouse District	<ul style="list-style-type: none"> Business and wholesaling that do not create outside nuisances Modern landscaped buildings and attractive locations Located to provide opportunities for employment closer to places of residence Certain commercial uses are permitted, primarily for service to employees 	<p>Dimensional Standards:</p> <ul style="list-style-type: none"> 65' maximum building height No yards required unless abutting residential <p>Uses Generally:</p> <ul style="list-style-type: none"> Primarily office and warehouse uses Limited trade and repair - no more than 25 employees Allows C-2 District uses with the exception of residential C-2 uses include retail, personal services such as beauty salons, restaurants and bars
M-1 Industrial District	<ul style="list-style-type: none"> Industrial development that is compatible with nearby commercial and residential development District standards will control the impacts of industrial operations but still permit normal operations of industrial uses 	<p>Development Standards:</p> <ul style="list-style-type: none"> No height limit unless abutting residential No yards required unless abutting residential <p>Uses Generally:</p> <ul style="list-style-type: none"> M-1 has an open ended use structure that allows light industrial uses that are not listed in higher intensity districts like the M-2 District Specific standards for certain uses (i.e., marine-related uses, truck stops, gaming establishments, off-track wagering, and self-storage, etc.)
M-2 Industrial District	<ul style="list-style-type: none"> Accommodates general industrial development District standards will control the impacts of industrial operations but still permit normal operations of industrial uses District standards intended to protect adjacent industrial, commercial and residential uses. 	<p>Development Standards:</p> <ul style="list-style-type: none"> No height limit unless abutting residential No yards required unless abutting residential <p>Uses Generally:</p> <ul style="list-style-type: none"> Primarily heavy industrial uses Specific standards for processing, refining or bulk storage of flammable and combustible liquids, and recycling facilities
M-3 Industrial District	<ul style="list-style-type: none"> Accommodates heavy industrial development Such uses, by the nature of their operation, create conditions unsuitable for residential, retail, and typical office uses Where practical, district should be buffered from nearby residential by more restrictive zoning 	<p>Development Standards:</p> <ul style="list-style-type: none"> No building height limit Lots must be 10,000 square feet in area and a minimum lot depth of 100 feet <p>Uses Generally:</p> <ul style="list-style-type: none"> Heavy industrial uses

You can view the Jefferson Parish Industrial Zoning District Study framework report and the Presentation in full online [here](#).

WBIA is working with industry partners to monitor the study and meet with councilmembers about member concerns.

Input is ongoing at the website. The district draft has an estimated delivery to council for September 2022.

Send in any specific concerns to Lisa@WBIAAnola.com

To learn more, please contact WBIA office or the WBIA Infrastructure Committee Chairs Michelle Herbert and Scott Burke.

FUJI OIL celebrated the grand opening of its new processing facility in Avondale. The global specialty oil and fat producer broke ground in late 2018 on a \$70 million food processing, storage, and distribution complex on property owned by International-Matex Tank Terminals (IMTT).



WBIA MEMBER LUNCHEON AUGUST 18, 2022

August 18, 2022 ~ WBIA Member Luncheon

Boomtown New Orleans, 4132 Peters Road, Harvey

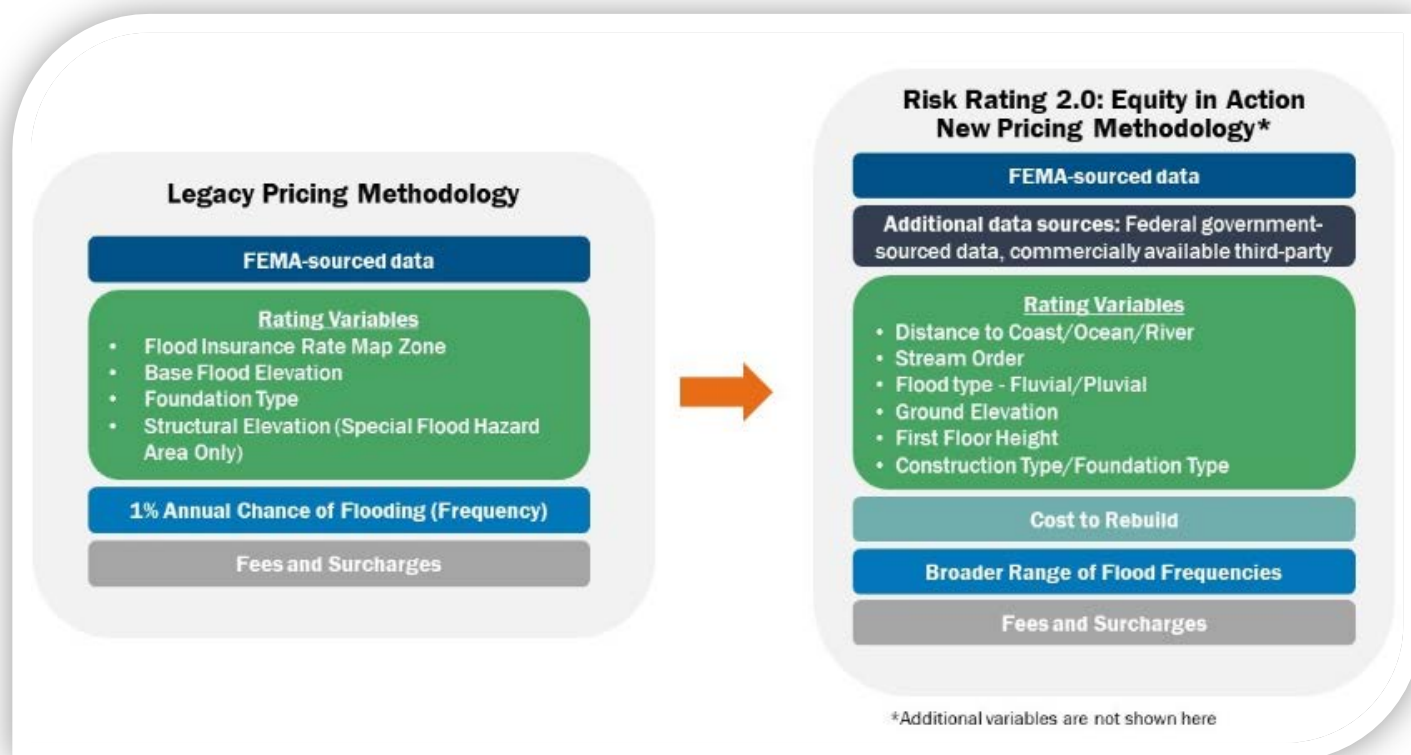
Risk Rating 2.0 ~ In the implementation of Risk Rating 2.0, FEMA has applied their administrative authority to update the pricing methodology for the NFIP. This is the first major overhaul of rates since the 70's. On October 1, 2021 new policies were subject to RR 2.0, and on April 1, 2022, renewing policies were written under RR 2.0.



Peter Waggonner, GNO, Inc. Public Policy and Programs Associate
The Coalition for Sustainable Flood Insurance (CSFI)

Bill M. Bubrig, Owner/Agent Bubrig Insurance Agency, Ltd.

Advance Sales are available online at WBIAAnola.com.
Members \$35
Reserved Table of 6, \$245



WORKFORCE / EDUCATION

In order to build a strong workforce and provide students with the skills and confidence to succeed in college, careers and life, states are increasingly looking to expand education programs that focus on workforce development in both secondary and postsecondary education. This involves efforts to align investments in postsecondary education with industry needs, as well as engaging industry and employers.

Career Technical Education (CTE) programs, begin in high school and continue into postsecondary institutions. Serving the needs of students as they transition from school to career will boost the state postsecondary enrollment and meet the needs of employers in the current and future economy.

WestBank students can enroll in Manufacturing, Welding, Computer Science/coding, Automotive Technology, Medical Assistant, Graphic Arts, Dental Assistant, and more. Visit [Jefferson Parish Schools](#).



BUILDING A
FUTURE

University 4
year

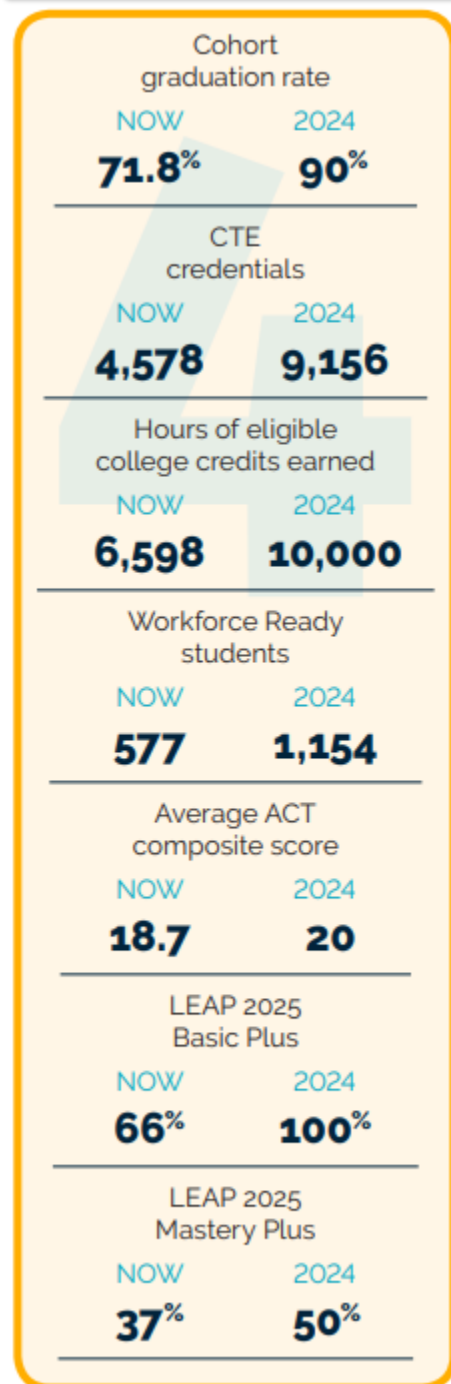
Technical /
Associate
Degree

HiDemand/
HiPay Jobs

Dual
Enrollment /
Industry
Based
Certification

High School
CTE

September 1, 2022 ~ WBIA Member Luncheon



Join us on September 1, 2022
WBIA Member Luncheon with guest speaker,

Dr. James Gray, Jefferson Parish Schools Superintendent



Advance Sales Available Online
Members \$35 / NonMembers \$65
Reserved Table of 6, \$245

Doors open at 11:30 AM, Networking
Lunch & Program, Noon – 1:00 PM

Dr. Gray joined Jefferson Parish Schools in 2018 as Chief of Schools. He has worked his way up by serving as a teacher, assistant principal, principal, and district administrator. Unanimously appointed superintendent in July 2020, Dr. Gray led Jefferson Parish Schools through the heart of the global pandemic and recovery from one of the most powerful hurricanes on record for Louisiana. Despite unprecedented circumstances, Dr. Gray's first year as superintendent included remarkable milestones.

Notable NEWS about Jefferson Parish Schools.

Patrick F. Taylor Science and Technology Academy wins top marks from [U.S. News & World Report](#)

Jefferson Parish Schools launch new program to train new teachers [by Roberts At Nola.com](#)

[14 JP Schools Students Named National Merit Scholars](#)

Adopt-A-School Program in Jefferson Parish. The goal of the program is to ensure students are prepared to become valuable members of a global society through the support of community partners. [Learn more here.](#)



WBIA GOLF TOURNAMENT Four Person Scramble

When: **Friday November 4, 2022**

Where: Timberlane Golf & Recreation
700 Lapalco Blvd
Gretna, LA 70056

Time: Registration at 11:00 am
Shotgun start at 12:00 Noon

Player fees include:
18 holes of golf
Ditty bag
Hospitality food and drink on the course
Awards mixer
A great day where work is all play.

EAGLE sponsor includes a
player fees for team of four,
event recognition with
signage onsite and on WBIA
website. \$675

Team: four players: \$525

Individual Player: \$175

[View all Sponsorships here.](#)

Brutledge@bannerauto.com

For more information on sponsorships and/or how to register email: Lisa Barback at Lisa@WBIAAnola.com

NEW WBIA MEMBERS

WELCOME NEW MEMBERS

Regions Bank, Joel Lutz

Plaquemines Pharmacy, Jeff DiMarco

WOW Car Wash, Paul Griffin, Jr.

Crescent City CrossFit, Lindsey Arnold



WEL events introduce Westbank Emerging Leaders to our local and state officials.

#connect



New Member SPOTLIGHT

**Meet
Lindsey Arnold
Owner/Manager/Head Coach**



Lindsey has been with Crescent City CrossFit for almost 7 years. She started out as a member then became a coach and eventually took over ownership in 2019. She enjoys being able to change lives through fitness. Lindsey joined WBIA in the hopes of being a part of something that will help improve the community. *"I grew up on the Westbank and I look forward to trying to make it better! Connecting with other small businesses is just a plus to help learn and hopefully grow my own business."*

WBIA: Just for fun, tell us what's on your travel list?

Lindsey: *The next place on my travel bucket list would definitely be Greece! I've always wanted to go. For now I'll stick to places like North Carolina for some hiking and great views.*

Learn more about Crescent City CrossFit at online at <https://crescentcitycf.com/>



Lifetime Achievement Award to Scott Burke; InvestWest Champions University of Holy Cross, Stanton McNeely and HOST/ Avondale, Jeff Kever; Legacy recipient, Brian Heiden



WBIA in the community and celebrating our community leaders!

Have you ever seen the data that shows us the impact local industry and businesses have on our daily quality of life? Well, the zoning study (see page 4) opened up discussions on Economic Impact reports. These economic impact reports can help us see the big picture of how one business makes waves throughout our community.

Let's start with "direct" vs "indirect" impact. Direct is basically the income and employment, both can be measured by capital spending to build and expand, along with the annual cost to operate. The indirect (commonly known as the "multiplier") is when the business spends money to operate and maintain the business. The business tends to buy local services and product; the employees will also use their paycheck to buy local. These transactions all create a ripple effect. Okay, it's summer so think cannonball!

You hit the water with a huge splash (direct) and create Ripples (aka waves) throughout the pool (indirect). Even though you were just trying to make your kids laugh, you also created a roller coaster of waves for the entire pool to enjoy. The data is real. The measuring technique used to figure out the dollar amount (in those ripples) is called input-output table, produced by interactions between all industries in a geographic area showing the flow of products and services in an economy for a given year reflecting the relationship between producers and consumers. Yes, its agency data, but real people turn in these numbers; the agency just collects it and sorts it for us.

Now, how does that impact my quality of life? We all need a place to live, good housing, nice schools, roads, utilities and a job to pay for it all. It would be great to work close to where you want to live. It's not just a building who pays a set dollar into the governing coffers. It is a business that pays employees (direct) and service workers (indirect) with rippling effects that keep the entire community alive. Let's look at the numbers.

Based on a recent Economic Impact Report prepared by Dr. Loren Scott, **Loren C Scott & Associates Inc.**, one local, family owned business in Westwego made this impact in Jefferson Parish.

Capital Expenditures: spent \$1.5M in-state. That spending created:

- \$2,351,345 in new business sales in the parish
- \$515,513 in new household earnings for parish residents and
- \$70,239 in new revenue for the parish government

On Operational expenses, \$12.2M was spent; about \$5M in wages for the employees. Estimated impact:

- ~\$15M in sales at businesses in the parish
- ~\$8M in earnings for Parish residents (non-employees)
- 201 jobs for the parish (140 employees + 61 nonemployees)
- ~\$940,000 in revenue for local government

That is just one local business in Jefferson making this impact! Doing business with local businesses creates great waves throughout our community. Take the plunge and become a cannonball master.

The Economic Impact study was done with data from the past five years; 2017-2021. The numbers above do not include the additional impact on the state.



Avondale Planning and Environmental Linkages (PEL) Study

LA Department of Transportation and Development (DOTD) in coordination with the New Orleans Planning Commission (RPC) and the railroads operating in the New Orleans region is conducting a planning and Environmental linkages study to evaluate the feasibility of consolidating some or all of the roadway rail at-grade crossings at Live Oak Blvd, Willswood Lane, George Street, and Avondale Garden Road; replacing them with one or more road over rail grade separations.

The presentation, exhibits, and COMMENT form are available on the NORG Program webpage at www.dotd.la.gov/AvondalePELStudy

The next meeting to present alternatives is anticipated for summer of 2023. For more information email: NORG@mbakerintl.com

WBIA PLATINUM MEMBERS



GULF COAST BANK
& Trust Company





PROUD MEMBER.

ARE YOU?

www.WBIAAnola.com
504-367-1721

Get more from membership. Get Active.

- **Special Events**
- **Government & Environment**
- **Infrastructure**
- **Membership**
- **Workforce**
- **Legacy***

**Past Presidents*

Government & Environment (G&E)

Co-Chairs

Jesse Hoppes, Leaf Environmental LLC

jhoppes@leaaf.com

Teri Tucker, Citizens National Bank

ttucker@citizensnb.com

WORKFORCE Committee

Chair

Arlanda Williams, Delgado Community College

Awilli4@dcc.edu

MEMBERSHIP Committee

Chair

Tara Miller, Ochsner Health

tamiller@ochsner.org

Victoria Stipelcovich, Edward Jones

WBIA has a Commissioner serving on JEDCO's Board.

WBIA is one of seven nominating agencies for the two Jefferson Parish Board of Commissioners positions for the Port of New Orleans.

WBIA has a commissioner serving on SLFPA-West.

WBIA has a commissioner serving on CPRA.

WBIA hosts forums, roundtables, lunch & learns, and outings with local, neighboring parishes, state officials and rules and regulatory offices.

WBIA hosts an annual WBIA Legislative Day with the Jefferson Delegation.

WBIA works with Jefferson Parish Schools (Advisory Board), Jefferson Parish Workforce Development (Board), and Louisiana Calling.

WBIA offers two scholarships annually available to members' immediate family.

Special events include the annual Crawfish boil, President Installation & Celebration, Golf Tournament and Christmas Jingle & Mingle.

WBIA organizes The Governor's West Bank luncheon with AEDF, Jefferson Chamber, and PABI which provides a donation to a local 501-c3 annually.

Member of Coalition for Sustainable Flood Insurance (CSFI)

Westbank Port Task Force (special task) member.

Get the most from membership

INFRASTRUCTURE Committee

Co-Chairs

Scott Burke, Loop Linen Services

Scott.burke@looplinen.com

Michelle Herbert, Trigon

mherbert@trigonassociates.com

SPECIAL EVENTS Committee

Chair

Barbara Rutledge, Banner Chevrolet

Brutledge@bannerauto.com

Legacy, Past Presidents

Co-Chairs

Jennifer Steel Bourgeois

jennifer.steel@lcmhealth.org

Brian Heiden, Gulf Coast Bank

BrianHeiden@gulfbank.com

For additional information on committees and special task force, please contact a WBIA Board Member or the Executive Director, Lisa Barback. Lisa@WBIAAnola.com / 504-367-1721

WBIA 2022 Officers

President, Tom Cortazzo, Lewis Brisbois
Executive VP, Anthony DiGerolamo, *Southern Surgical Specialist*
Vice President, Tara Miller, *Ochsner Health*
Treasurer, Javier Sanchez, *On Path Credit Union*
Secretary, Danica Ansardi, *The Ansardi Group*

Standing Committees

Government & Environment, Jesse Hoppes, *Leaaf Environmental LLC* and Teri Tucker, *Citizens National Bank*

Infrastructure, Scott Burke, *Loop Linen Services and Michelle Herbert, Trigon Associates*

Membership, Tara Miller, *Ochsner Health*

Special Events, Barbara Rutledge, *Banner Chevrolet*

Workforce, Arlanda Williams, *Delgado Community College*

Legacy, Jennifer Steel, *WJMC/LCMC*

Immediate Past President, Robert Hopkins, *Hancock Whitney*

President Advisor, Jesse Hoppes, *Leaaf Environmental LLC*

Directors-At-Large

Jon Cerutti, Jack Stumpf & Associates

Laura Ferrera, Delta Title Corp

Stanton McNeely, University of Holy Cross

Ray Fuenzalida, Harvey Canal Limited Partnership

Executive Director, Lisa Barback



The voice of the business community since 1946.



Like our Facebook Page
[@WBIAAnola](#)

Follow WBIA on Twitter
[@WBIAAnola](#)

Add Westbank Business & Industry Association to your
[LinkedIn page](#)

Westbank Business & Industry Association
COMMUNIQUE'

W B I A

P.O. Box 215

Harvey, LA 70059

Mail To:
