

HOUSE COMMERCE COMMITTEE

Minutes of Meeting
1998 Regular Session
June 2, 1998

I. CALL TO ORDER

Representative John Travis, Chairman of the House Commerce Committee, called the meeting to order at 9:30 a.m. in Committee Room 1 of the State Capitol in Baton Rouge, Louisiana.

II. ROLL CALL

MEMBERS PRESENT:

Representative John Travis,
Chairman
Representative Robert Barton
Representative Naomi Farve
Representative Dan Flavin
Representative Mickey Frith
Representative Michael Michot
Representative Arthur Morrell
Representative Edwin Murray
Representative Gil Pinac
Representative Tank Powell

MEMBERS ABSENT:

Representative Pete Schneider,
Vice Chairman
Representative Sharon Weston
Representative Diane Winston

III. STAFF MEMBERS PRESENT

Cindy Mancuso, Attorney
Billy Gothreaux, Research Analyst
Sandy Painting, Secretary
Tyler Holm and Arkisha Jarvis, Sergeants at Arms

IV. DISCUSSION

Nadia Goodman, Director, Policy and Planning, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, (504) 342-5390, appeared before the committee and stated that a brief overview of the strategic plan for each division of the department would be provided.

Mr. Ron Henson, Undersecretary, Office of Management and Finance, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, appeared before the committee and provided it with its goals and objectives (see Exhibit B).

Mr. Kevin Reily, Secretary, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, (504) 342-5388, appeared before the committee and stated that he thought that the 5-year strategic plan was null and void due to the elimination of funding for several programs and the reductions made in the budget in the current appropriation bill. He stated that it was impossible to carry out the goals and objectives of the department with less funding.

Mr. Harold Price, Assistant Secretary, Office of Commerce and Industry, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, (504) 432-5361, appeared before the committee and stated that due to the reductions in the budget the Office of Commerce and Industry would lose five marketing positions. He gave a brief overview of the strategic plan for the Office of Commerce and Industry (see Exhibit A).

Ms. Janice Lowe, Assistant Secretary, Policy and Research, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, (504) 342-9009, appeared before the committee and reiterated the previous testimony regarding the failure to reach the 5-year goals and objectives. She gave a brief overview of strategic plan for Policy and Research (see Exhibit A).

Mr. Henry Stamper, Executive Director, Division of Economically Disadvantaged Business Development, Department of Economic Development, P.O. Box 94185, Baton Rouge, Louisiana 70804, (504) 342-5373, appeared before the committee and provided it with a brief overview of this division's mission, goals, and objectives (see Exhibit A).

Representative Morrell questioned the bonding assistance programs and the assistance given to minority businesses.

Mr. Stamper stated that the bonding assistance program was awarded bonding in November of 1997 and training and technical assistance was now underway.

Mr. Mike Williams, Deputy Director, Louisiana Economic Development Corporation (LEDC), Department of Economic Development, Box 44185, Baton Rouge, Louisiana 70804, (504) 342-5675, appeared before the committee and provided it with a brief overview of this division's budget and 5-year strategic plan (see Exhibit A).

Mr. Paul Burgess, Executive Director, Louisiana State Racing

Commission, 320 N. Carrollton Avenue, Suite 2-B, New Orleans, Louisiana 70119-5111, (504) 483-4000, appeared before the committee and provided it with the commission's goals and objectives (see Exhibit A).

Mr. Larry Murray, Commissioner, Office of Financial Institutions, P.O. Box 94095, Baton Rouge, Louisiana 70804, (504) 925-4661, appeared before the committee and discussed

the three divisions of the Office of Financial Institutions and its regulated entities and their growth (see Exhibit B). He discussed the 5-year strategic plan (see Exhibit A).

Ms. Saraphia Travis, Assistant Director, Board of Cosmetology, P.O. Box 98013, Baton Rouge, Louisiana 70898, (504) 756-3404, appeared before the committee and provided an overview of the board and its goals and objectives for the next 5 years (see Exhibit A).

Mr. Steve Picou, Assistant Director, Louisiana Music Commission, P.O. Box 19031, New Orleans, Louisiana 70179, (504) 942-8154, appeared before the committee and provided the committee with a brief overview of the music industry (see Exhibit A).

Mrs. Kathleen Blanco, Lt. Governor, P.O. Box 44243, Baton Rouge, Louisiana 70804, (504) 342-7009, appeared before the committee and introduced and displayed a showing of the new marketing video promoting the sale of Louisiana.

Mr. Philip Jones, Secretary, Louisiana Department of Culture, Recreation and Tourism, P.O. Box 94361, Baton Rouge, Louisiana 70804, (504) 342-8117, appeared before the committee and provided a brief recap of the success obtained in the last year. He stated that for the third year in a row, Louisiana is the fastest growing major tourism state in the entire country. He stated that Louisiana has averaged a 6% growth in tourism in the last three years. He stated that 58 of the 64 parishes in Louisiana have experienced growth. He stated that there had been an increase of 44% in visitation from French visitors last year and an 18% increase in visitation from Canada. He advised the committee that the advertising for Louisiana is possibly the most effective advertising campaign for any state in the entire country. He stated that by the end of the year the increase in growth will be approximately 1.6 million dollars as a result of the advertising, including the website and tour guide. He stated that Louisiana is leading the nation in tourism growth.

Ms. Barbara Roy, Assistant Secretary, Louisiana Office of Tourism, P.O. Box 94291, Baton Rouge, Louisiana 70804, (504) 342-8125, appeared before the committee and provided it with a brief overview of goals and objectives of this office (see Exhibits C and D).

V. OTHER BUSINESS

There was no other business discussed.

VI. ANNOUNCEMENTS

There were no announcements.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 12:55 p.m.

Respectfully submitted,

John Travis, Chairman

Date Approved: _____