

The Board of Mayor and Aldermen of the City of Waveland, Mississippi, met in a special workshop at the Waveland City Hall Boardroom, 301 Coleman Avenue, Waveland, MS. at 6:00 p.m. to discuss Strategic City Planning and Economic Development Planning.

**ROLL CALL**

Mayor Smith noted for the record the presence of Aldermen Burke, Lafontaine and Piazza, along with City Clerk Lisa Planchard and City Attorney Rachel P. Yarborough.

Absent from the meeting was Alderman Bobby Richardson.

Mayor Smith introduced Mr. Laurence Leyens, Economic Developer with Urban Development Toolbox and Mr. Robert Barber, Partner with Orion Planning Group

**CITY PLANNING AND ECONOMIC DEVELOPMENT/PUBLIC APPEARANCE  
Re: Mr. Laurence Leyens and Mr. Bob Barber were present to discuss Planning  
and Development within the city limits of Waveland (EXHIBIT A)**

Mr. Laurence Leyens (Economic Developer) began the discussion by describing his experience and work background and noting that Waveland and the downtown area is a perfect model/an amazing canvas and felt the current administration was ready move forward with development. He said the City has an abundance of planning, but little focus to develop; the City must be competitive and ready for business before the private sector investors will come. He said that the idea is to have the Board all working together to this goal; the purpose is to get everyone together. Mr. Leyens said that if you have a market that is not doing well, and Waveland is not doing well from a development point of view, then you might have to do something aggressive to get the ball started. Once the money starts coming in you can become less aggressive because market demand will be in place. Mr. Leyens said he specializes in tax increment financing; this is where you take the taxes that are generated from a new project and you reimburse the developer for public infrastructure that they have to build to make that project a reality. It will not cost the taxpayers a dime, he added. When he gets a developer that is ready to do something here in Waveland, these are the kinds of things he will bring to the Board. At first, though, the Board has to have a common set of goals that we are trying to achieve. Mr. Barber (Municipal Planner) said his presentation is about the character, the quality and what kind of community do you want to build. He wants the audience to be engaging and set priorities. The goal for the night was for the Board to know why we plan, how to plan, what we are trying to achieve, prioritizing the action and then implementation to move forward. Mr. Barber provided the Board of Mayor and Aldermen, and the Community with a slide presentation regarding planning and ideas with attracting new business and thus, economic growth, primarily the redevelopment of Coleman Avenue. Following the presentation, audience members broke into groups to discuss and rank the top three ideas they want to see accomplished. One audience member asked, "How do we ensure that the next plan we're working on is actually input; that whatever we're working on is brought to fruition." Mr. Barber said there is no assurance; it is all dependent on your leadership. Mr. Leyens said implementation is what he does, he does not particularly like planning; he facilitates the development process. He said that if the community does not have common value in this and want to do this, particularly the Board; it won't happen, it won't work. Ms. Bernie Cullen suggested that in the implementation plan with the Board, there be some sort of accountability to advertise what the goals are, and come back during Board meetings at certain times and give progress reports on what is going on. Mr. Leyens said he has a client that he does exactly that with. Alderman Lafontaine suggested the Board put together a committee to have staggering terms for this purpose, that way as elected officials come and go, the economic development plan can be carried forward with the successor Board.

The meeting was ended and audience dismissed by Mayor Smith at 8:00 pm; no motion was made.

The foregoing minutes were presented to Mayor Smith on April 10, 2015.

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Lisa B. Planchard  
City Clerk

The Minutes of March 11, 2015 have been read and approved by me on this, the 10<sup>th</sup> day of April, 2015.

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Mike Smith  
Mayor

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