

40th JUDICIAL DISTRICT COURT PARISH OF ST. JOHN THE BAPTIST

STATE OF LOUISIANA

NO. C-85336

DIVISION: "A"

RURAL ROOTS LOUISIANA, HARRY JOSEPH SR., and
LOUISIANA BUCKET BRIGADE,
VERSUS

THE PORT OF SOUTH LOUISIANA, through its Board Chair P. Joey Murray, III

FILED

DEPUTY CLERK

OPPOSITION TO PLAINTIFFS' MOTION FOR LEAVE TO SUPPLEMENT
PETITION FOR DECLARATORY AND INJUNCTIVE RELIEF

Plaintiffs Rural Roots Louisiana, Harry Joseph Sr., and Louisiana Bucket Brigade (collectively, "Plaintiffs") seek leave to supplement their original Petition for Declaratory and Injunctive Relief ("Original Petition") to add claims under the Open Meetings Law and La. R.S. 43:171 due to the purported failure by the Port of South Louisiana ("Port") to publish its August 5, 2025 special meeting minutes in the *L'Observateur* ("Supplemental Petition").

Plaintiffs' new claims add procedural defects, not substance, to this lawsuit. Specifically, any claim under the Open Meetings Law, La. R.S. 42:11, *et. seq.* ("OML"), is *perempted*, and Plaintiffs have no right of action or remedy under La. R.S. 43:171. In any event, the August 5 minutes were later published, rendering Plaintiffs' newfound publication claims moot. Further, the proposed Supplemental Petition would also improperly cumulate ordinary and summary proceedings, which is forbidden under Louisiana law.

Moreover, the Supplemental Petition fails to cure the defects in the claims already before the Court. Even as supplemented, the Petition still rests on inapplicable law and remains premature.

The above-mentioned defects provide five independent bases to deny Plaintiffs' Motion:

1. Any claim under the OML for failure to publish the Port's August 5, 2025 meeting minutes is preempted as a matter of law;
2. Louisiana Revised Statute 43:171 does not provide a private right of action or remedy to Plaintiffs for the Port's purported failure to publish meeting minutes;
3. Any challenge to the purported failure to publish the August 5, 2025 meeting minutes is moot because the meeting minutes were subsequently published;
4. The Supplemental Petition would improperly cumulate summary and ordinary proceedings, making supplementation procedurally improper; and
5. The Supplemental Petition does not defeat the Port's pending Exceptions because this lawsuit remains premature and rests on inapplicable law.

Accordingly, Plaintiffs' Motion for Leave should be denied and the Port's pending Exceptions granted, dismissing this lawsuit against it with prejudice and at Plaintiffs' cost.

I. This lawsuit is erroneously premised, and the basis for leave to amend does not change that

This lawsuit arises from an August 5, 2025 Resolution adopted by the Port "giving *preliminary approval* to the issuance of" bonds and bond anticipation notes.¹ *No resolution actually authorizing the issuance of bonds has been adopted by the Port.* When this lawsuit was filed, the Port believed that the August 5 meeting minutes reflecting the adoption of the August 5 Resolution had been published in the October 22, 2025 edition of *L'Observateur*, the Port's official journal.²

¹ See Petition, ¶ 7 (emphasis added).

² See Plaintiffs' Motion for Leave to Supplement Petition for Declaratory and Injunctive Relief, ¶ 5-6; see also Exhibit 1, Affidavit of Vickie Lewis Clark.

Although the Louisiana Fifth Circuit Court of Appeal has held that the Port's bond publication requirements are governed by Article VI, § 35(B) of the Louisiana Constitution and the Port must publish bond resolutions only in its official journal,³ Plaintiffs nevertheless assert herein that the Port was obligated to publish the August 5 Resolution in the *State's* official journal pursuant to Article VII § 8(C) of the Louisiana Constitution in lieu of *L'Observateur*, the Port's official journal.

In response to Plaintiffs' erroneous claims in its Original Petition, the Port filed peremptory and dilatory exceptions of prematurity and no cause of action, which are currently set for hearing on October 2, 2026.

Then, on June 3, 2026, before the Port's Exceptions, directed to the Original Petition, could be heard, Plaintiffs moved for leave to supplement their Petition, seeking to add allegations that the August 5, 2025 meeting minutes were not in fact published and contending that this failure violates the OML and La. R.S. 43:171, rendering the August 5 Resolution a nullity.⁴

Notably, it is undisputed that the "Port requested the [August 5] minutes be published" and even received from the publisher an affidavit of publication certifying that the Port's August 5 minutes had been published in the October 22, 2025 edition of *L'Observateur*.⁵ Through no inadvertence or error of the Port, however, the meeting minutes were not actually published. Without citing any law to support that this error constitutes a dereliction of the Port's publication obligations, Plaintiffs contend that the error – which is obviously an error of the publisher, not the Port – is the basis for new causes of action under the OML and La. R.S. 43:171. As discussed below, it is not and

³ See *Descendants Project v. Gauff*, 24-317 (La. App. 5 Cir. 7/31/2024), 2024 WL 3591755 at *2-3, writ denied, 396 So.3d 255 (La. 2024) (holding that La. Const. art. VI, Section 35(B) governs the Port's bond publications and that publication of bond resolutions in the Port's official journal legally satisfied legal publication requirements).

⁴ See Plaintiffs' Motion for Leave to Supplement Petition for Declaratory and Injunctive Relief, ¶ 6-13.

⁵ *Id.* at ¶ 6, 7, and 11.

Plaintiffs have no good faith basis whatsoever to cling to these new claims or supplement their Original Petition.

II. Leave to supplement should be denied because Plaintiffs have no new exigible claims

Against that factual backdrop, Plaintiffs still must satisfy the limited standard for supplementation under Louisiana Code of Civil Procedure article 1155. They cannot.

Louisiana Code of Civil Procedure article 1155 provides that leave *may*⁶ be permitted “to file a supplemental petition or answer setting forth items of damage, causes of action or defenses *that have become exigible* since the date of filing the original petition or answer, and that are related to or connected with the causes of action or defenses asserted therein.” See La. Code Civ. P. art. 1155 (emphasis added). “Exigible” means demandable or mature. See e.g., *Doann v. Technical Engineering Consultants, Inc.*, 06-166 (La. App. 5 Cir. 9/26/2006), 942 So.2d 1145, 1146, citing Black’s Law Dictionary.

Here, any purported claims under the OML or La. R.S. 43:171 are not exigible because these claims are barred as a matter of law or, alternatively, are moot. See *Banks v. Parish of Jefferson*, 12-215 (La. App. 5 Cir. 1/30/2013), 108 So.3d 1208, 1217-18 (court did not abuse its discretion in addressing the merits of plaintiffs’ characterization of a document when denying their motion for leave).

A. Plaintiffs’ OML claims are time-barred

The first reason Plaintiffs cannot satisfy Article 1155 is that their proposed OML claim is not merely weak; it has been extinguished by peremption.

A “suit to void any action [under the OML] *must be commenced within 60 days of the action.*” See La. R.S. 42:24 (emphasis added). In similar litigation involving this very Port, and this very trial court, the Louisiana Fifth Circuit has held that the 60-day period “is preemptive, not prescriptive.” See *Descendants Project v. Port of South La.*, 24-121 (La. App. 5 Cir. 6/20/2024), 391 So.3d 777, 783, writ denied, 2024-00926 (La. 2024), 395 So.3d

⁶ The word “may” is permissive, not mandatory. See La. Code Civ. P. art. 5053.

1172. As such, it cannot be “renounced, interrupted, or suspended.” See La. Civ. Code art. 3461; *Descendants*, 391 So.3d at 781; *Teague v. St. Paul Fire and Marine Ins. Co.*, 07-1384 (La. 2008), 974 So.2d 1266, 1274. Further, “relation back of an amended or supplemental pleading is not allowed to avoid the running of a peremptive period.” See *Rushing v. Southeastern La. Univ.*, 2022-0032 (La. App. 1 Cir. 9/15/2022), 2022 WL 4286824, at *10. After the 60-day peremptive period has lapsed, “the various remedies which provide redress for the unproven violation are likewise barred by peremption.” *Descendants*, 391 So.3d at 784. Further, the challenged act itself is deemed valid from its inception. See *Delta Dev. Co. v. Plaquemines Par. Comm’n Council*, No. 1927 (La. App. 4 Cir. 5/24/1984), 451 So.2d 134, 137, writ denied, 456 So.2d 172 (La. 1984); *Hoffpauir v. State Dept. of Public Safety and Corrections*, 1999-1089 (La. App. 1 Cir. 6/23/2000), 762 So.2d 1219, writ denied, 772 So.2d 652 (La. 2000) (once 60-day time period lapses to file suit, claims are “perempted and extinguished”).

Here, Plaintiffs contend that the Port’s purported failure to publish the August 5, 2025 meeting minutes violates the OML and renders the challenged Resolution “a nullity.”⁷ Any such claim to void the Resolution under the OML is perempted because a timely challenge to void the Resolution had to be commenced within 60 days, or by October 4, 2025. However, Plaintiffs did not file this lawsuit until April 2, 2026 and did not advance any OML claim until June 3, 2026 when they filed their Motion for Leave to Supplement. Even assuming, *arguendo*, that the OML claim relates back to the filing of the Original Petition filed April 2, 2026, Plaintiffs OML claim against the Port would be 180 days too late. Alternatively, Plaintiffs OML claim commencing from June 3, 2026 with the filing of the Motion for Leave is **242 days too late**. Either way, Plaintiffs filed the OML claim too late.

⁷ See Plaintiffs’ Motion for Leave to Supplement Petition for Declaratory and Injunctive Relief, ¶ 13.

Further, as more than 60-days have passed since the August 5, 2025 Resolution was adopted by the Port, any challenge to its validity is barred and it is presumed valid from its inception. *See Delta Dev. Co.*, 451 So.2d at 137.

Accordingly, Plaintiffs' OML claim is time-barred as a matter of law and any supplement to the Original Petition to plead the perempted OML claim is a vain and useless act and lacks good faith intent. *See e.g., Arvie v. Washington*, 2023-563 (La. App. 3 Cir. 5/1/2024), 388 So.3d 441, 454, *writ denied*, 393 So.3d 867 (La. 2024) ("Amendment is not permitted when it would be a vain and useless act, such as after the grant of a peremptory exception").

B. La. R.S. 43:171 prescribes no right of action or nullity remedy

Like their OML claim, Plaintiffs' separate reliance on La. R.S. 43:171 also fails to provide a legitimate basis for granting leave to supplement the Original Petition. That statute does not provide Plaintiffs with a private right of action or remedy.

Louisiana Revised Statute 43:171 directs political subdivisions of the state, like the Port, to publish the "proceedings of their board...in a newspaper." *See* La. R.S. 43:171(A)(1). While the statute creates a ministerial publication duty, it does not make publication a condition of the validity of any action taken at a meeting. Nor does the statute prescribe a private right of action to enforce publication or any remedy whatsoever for non-publication. Plaintiffs cannot simply read into the statute such a remedy or cause of action.⁸ Yet they ask this Court to do just that in the Supplemental Petition.

⁸ *See Stevenson v. Progressive Security Ins. Co.*, 2019-00637 (La. 2020), 341 So.3d 1202, 1207 ("When a law is clear and unambiguous and its application does not lead to absurd consequences, the law shall be applied as written and no further interpretation may be made in search of the intent of the legislature"); *Renal Treatment Cntrs – Southeast, LP v. Normand*, 24-482 (La. App. 5 Cir. 4/2/2026), 432 So.3d 801, 810 ("[A] statute must be interpreted and applied in a manner consistent with logic and the presumed fair purpose and intention of the Legislature in enacting it."); La. Civ. Code. art. 9.

Courts have consistently rejected expanding statutes to include remedies or private rights of action. For example, in *Monier v. St. Charles Par. School Bd.*, 10-526 (La. App. 5 Cir. 5/10/2011), 65 So.3d 731, 735, the Louisiana Fifth Circuit Court of Appeal rejected a former teacher's claim for damages under the Teacher Bill of Rights statutes. The court held that the "Louisiana legislature did not provide a remedy to any violation of the rights afforded in the Teacher Bill of Rights" and reasoned that if "the legislature intended for there to be a remedy, it certainly could have provided one" in the statutes. However, because no such remedy is afforded by the statutes, the plaintiff's claims under it "[did] not give rise to a cause of action." *Id.* at 735.

Similarly, the plaintiffs in *B&P Restaurant Group, LLC v. Delta Admin. Serv., LLC*, 19-576 (La. App. 5 Cir. 3/4/2020), 2020 WL 1057082 at *1, attempted to bring a cause of action under La. R.S. 23:1761, *et seq.*, the Professional Employers Organization ("PEO") statute, which lists rights and responsibilities for PEOs. In reviewing the "plain reading" of the statute, *B&P* held that "the Louisiana Legislature did not provide a remedy for the client if the PEO fails to meet its obligation." *Id.* at *3. As such, "Plaintiffs' well-pleaded allegations that [the PEO] violated the PEO statute [did] not give rise to a cause of action." The plaintiffs' claim was, thus, dismissed with prejudice. *Id.* See also *Assoc. for Retarded Citizens/Ouachita v. Wilson*, 43,193 (La. App. 2 Cir. 4/30/2008), 981 So.3d 246, 252 (finding that La. R.S. 46:56 did not create a cause or right of action in favor of the plaintiff and plaintiff could not establish entitlement to the relief sought).

Here too, if the legislature intended for La. R.S. 43:171 to provide a remedy to Plaintiffs, it certainly could have provided one. It did not. Thus, Plaintiffs' purported claims under the statute do not entitle them to a nullity remedy, so supplementing the Petition with these claims is futile and cannot be in good faith. *Nolan v. Jeff. Par. Hosp. Serv. Dist. No. 2*, 01-175 (La. App. 5 Cir. 6/27/2001), 790 So.2d 725, 732 (an employee did not have a private right of action under the Code of Governmental Ethics).

C. Plaintiffs' new claims are moot

Even if Plaintiffs could revive their OML claim or create a claim under La. R.S. 43:171 (which they cannot), supplementing the Original Petition is still not warranted or based in good faith because these claims are now moot.

Plaintiffs' new claims rest on the premise that the Port failed to publish the August 5, 2025 special meeting minutes.⁹ Undisputedly, however, the Port received an affidavit of publication from the publisher representing that the minutes had been published so it thought it satisfied its publication obligations.¹⁰ The Port's possession of that affidavit confirms that the Port was not derelict in its publication duties; even Plaintiffs' concede that "the Port requested the minutes be published."¹¹

Plaintiffs nevertheless contend that, after subpoenaing the publisher, they received the October 22, 2025 edition of the newspaper in which the minutes were supposed to appear and learned that the minutes had not actually been published.¹² According to Plaintiffs, that alleged non-publication means the Port violated the OML and La. R.S. 43:171; not that the publisher erred.¹³

Once Plaintiffs informed the Port that the minutes had not been published, the Port immediately took action to have the August 5, 2025 meeting minutes published in *L'Observateur* on Wednesday, June 10, 2026. See Exhibit A to Exhibit 1, Affidavit of Vickie Lewis Clark.

Because the minutes have now been published, any order compelling publication or declaring non-publication under the OML or La. R.S. 43:171 would serve no practical purpose, rendering Plaintiffs' publication-based claims moot and any supplement to assert them futile and not in good faith. See *Arthur v. Connick*, 24-480 (La. App. 5 Cir.

⁹ See Plaintiffs' Motion for Leave to Supplement Petition for Declaratory and Injunctive Relief, ¶ 4-13.

¹⁰ *Id.* at ¶ 6-7.

¹¹ *Id.* at ¶ 11.

¹² *Id.* at ¶ 8-10.

¹³ *Id.* at ¶ 13.

1/10/2025), 404 So.3d 1028, 1031 (“[A] case is “moot” when a rendered judgment or decree can serve no useful purpose and give no practical relief or effect”); *Jimmy’s Discount Meat Market, Inc. v. DiMarco Five, LLC*, 21-178 (La. App. 5 Cir. 5/18/2022), 362 So.3d 734, 739 (“An issue is “moot” when a judgment or decree on that issue has been “deprived of practical significance” or “made abstract or purely academic”).

III. Plaintiffs’ Supplemental Petition would improperly cumulate summary and ordinary proceedings

Importantly, Plaintiffs’ request to supplement their Original Petition also fails because it is legally impermissible as it creates an improper cumulation of summary and ordinary proceedings.

Plaintiffs’ Original Petition seeks declaratory and injunctive relief, both of which proceed by ordinary proceeding. *See Papas v. Hand Surgical Assoc., Ltd.*, 364 So.3d 495, 504 (La. App. 5 Cir. 3/28/2023) (declaratory judgment suits are ordinary proceedings); *Richard v. Bourgeois*, 19-494 (La. App. 5 Cir. 3/18/2020), 2020 WL 1284589, at *4 (a permanent injunction must be tried as an ordinary proceeding).

The OML claim Plaintiffs seek to add, however, proceeds by summary proceeding. *See* La. R.S. 42:27(B) (OML “[e]nforcement proceedings shall be tried by preference and in a summary manner”); *Greemon v. City of Bossier City*, 2010-2828 (La. 2011), 65 So.3d 1263, fn. 9 (noting summary nature of OML proceedings); *Joseph v. Hosp. Serv. Dist. No. 2 of Par. of St. Mary*, 2001-1952 (La. App. 1 Cir. 12/28/2001), 805 So.2d 413, 417 (recognizing that OML claims shall be tried in a summary manner).

That procedural difference matters because cumulated actions must employ the same form of procedure. That is, all cumulated actions must proceed as ordinary, executory, or summary proceedings; a plaintiff may not combine claims that require different procedural tracks in the same action. *See Succession of Rachal*, 2021-0621 (La. App. 4 Cir. 6/8/2022), 342 So.3d 1012, 1021. When, as here, the causes of action employ different forms of procedure, cumulation is improper. *Id.*

Plaintiffs' proposed OML claim cannot proceed in the same suit as their declaratory and injunctive relief claims because these claims employ different procedural settings.¹⁴ Louisiana Code of Civil Procedure article 464 would ordinarily direct the Court either to order separate trials or to require Plaintiffs to elect which action will proceed and amend the Supplemental Petition to delete the discontinued allegations. But those remedies are unnecessary here. As discussed above, Plaintiffs' OML claim is preempted, so ordering separate trials would be a futile act. *See e.g., Smith v. Barial*, 2018-0573 (La. App. 4 Cir. 12/19/2018), 318 So.3d 801, 808 (noting amendment is not permitted if it would not cure a defect and would constitute a vain and useless act). Further, if the Court denies Plaintiffs' Motion for Leave, no amendment is required to remove the proposed OML allegations.

As granting Plaintiffs' Motion would create a procedural defect of improperly cumulating summary and ordinary proceedings, Plaintiffs' Motion should be denied.

IV. The Supplemental Petition does not, and cannot, cure the defects raised in the Port's pending Exceptions

Even if this Court were to overlook the Supplemental Petition's procedural and legal defects discussed above, the supplement still fails as it would not defeat the Port's pending Exceptions filed in response to Plaintiffs' Original Petition.

The Supplemental Petition fails to cure two threshold defects identified in the Port's Exceptions. First, the Petition remains premised on Article VII, Section 8(C) of the Louisiana Constitution, which by its terms governs the State and State agencies, not political subdivisions of the State, like the Port. Plaintiffs' newfound publication

¹⁴ Importantly, Plaintiffs were required to file any challenge to the Port's bond publication under the Bond Validation Statutes, La. R.S. 13:5121, *et. seq.*, which employ a special summary proceeding. *See* La. R.S. 13:5125 and *La. Landmarks Soc. Inc. v. Audubon Park Com'n*, 798 So.2d 78, 83 (La. App. 4 Cir. 8/24/2001)(challenges to bonds and all related matters "shall proceed by motion for judgment"). Plaintiffs, however, did not follow that special procedure and instead filed suit for declaratory and injunctive relief, which courts have consistently held constitutes a null action. *See Lege v. Vermillion Par. Sch. Bd.*, 360 So.2d 664, 667 (La. App. 3 Cir. 1978)(failure to adhere to Bond Validation Act procedures rendered lawsuit null, void, and without effect); *Central La. Bank & Trust Co. v. Avoyelles Par. Police Jury*, NO. 86-709 (La. App. 3 Cir. 9/4/1986), 493 So.2d 1249, 1254 (suit for declaratory judgment as to issuance of bonds was absolute nullity for failure to follow Bond Validation Act summary procedures).

allegations do nothing to create a cause of action under Article VII, Section 8(C). *See Descendants Project v. Gauff*, 24-317 (La. App. 5 Cir. 7/31/2024), 2024 WL 3591755 at *2-3, *writ denied*, 396 So.3d 255 (La. 2024) (holding that La. Const. art. VI, Section 35(B) governs the Port's bond publications). Even if Plaintiffs correctly asserted publication requirements under Article VI, Section 35(B), which actually applies to the Port, neither the new nor the current allegations in the Petitions set forth a valid cause of action.

Further, and most importantly, Plaintiffs' claims for declaratory and injunctive relief remain premature. The August 5, 2025 Resolution serves only as "preliminary approval" to a *possible* bond issuance, and no resolution authorizing the *actual* issuance of bonds has been adopted by the Port.¹⁵ Only once the Port passes a resolution authorizing the issuance of bonds is its obligation to publish the bond resolution triggered. *See* La. Const. art. VI, § 35 ("[E]very ordinance or resolution *authorizing the issuance of bonds* or other debt obligation by a political subdivision shall be published at least once in the official journal of the political subdivision...")(emphasis added).

The failure of Plaintiffs' newfound claims to cure the present defects in the Original Petition underscores that this amendment is futile. It is, therefore, within this Court's discretion to deny Plaintiffs' Motion for Leave to Supplement. *See e.g. Banks v. Par. of Jeff.*, 12-215 (La. App. 5 Cir. 1/30/2013), 108 So.3d 1208, 1217-18 (court did not abuse its discretion in addressing the merits of plaintiffs' characterization of a document when making its ruling to deny plaintiffs' motion for leave).

Conclusion

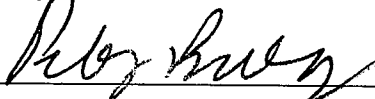
Plaintiffs' proposed Supplemental Petition does not add any exigible claim or cure the defects in the claims already before the Court. Any OML claim based on the Port's August 5, 2025 meeting minutes is preempted, La. R.S. 43:171 provides no private right of action or nullity remedy, and the later publication of the August 5 minutes renders

¹⁵ *See* Port of South Louisiana's Exception, p. 12.

Plaintiffs' publication-based allegations moot. The proposed supplement would also improperly cumulate summary and ordinary proceedings, while leaving unchanged the threshold defects of prematurity and no cause of action raised in the Port's pending Exceptions directed towards the Original Petition and applying equivalently to the Supplemental Petition.

Accordingly, Plaintiffs' Motion for Leave to Supplement should be denied as the supplement is not in good faith and is futile. Further, the Port's pending Exceptions should be granted when heard on October 2, 2206, and Plaintiffs' claims against the Port should be dismissed with prejudice and at Plaintiffs' cost.

Respectfully submitted,

BY: 

Peter J. Butler, Jr. (La. Bar Roll No. 18522)

Richard G. Passler (La. Bar Roll No. 21006)

Kayla M. Jacob (La. Bar Roll No. 39919)

BREAZEALE, SACHSE & WILSON, LLP

BankPlus, Suite 1500

909 Poydras Street

New Orleans, Louisiana 70112-4004

Main Phone: (504) 584-5454 / (504) 619-1800

Fax Number: 504-584-5452

Email: peter.butler,jr@bswllp.com

richard.passler@bswllp.com

kayla.jacob@bswllp.com

Counsel for Port of South Louisiana

CERTIFICATE OF SERVICE

I HEREBY CERTIFY, that a copy of the above and foregoing pleading has been forwarded to all known counsel of record by email, by facsimile, by-hand delivery and/or by depositing a copy thereof, postage prepaid, in the United States mail, addressed to them on this 21st day of August, 2026.



40th JUDICIAL DISTRICT COURT PARISH OF ST. JOHN THE BAPTIST

STATE OF LOUISIANA

NO. C-85336

DIVISION: "A"

RURAL ROOTS LOUISIANA, HARRY JOSEPH SR., and
LOUISIANA BUCKET BRIGADE,
VERSUS

THE PORT OF SOUTH LOUISIANA, through its Board Chair P. Joey Murray, III

FILED

DEPUTY CLERK

AFFIDAVIT

STATE OF LOUISIANA

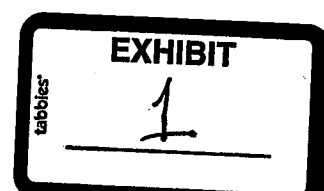
PARISH OF ORLEANS

BEFORE ME, the undersigned authority, duly licensed in the aforesaid Parish and
State, personally came and appeared:

VICKIE LEWIS-CLARK

Who, after being duly sworn, did depose and say:

1. I am of the age of majority and have personal knowledge of the matters contained in this Affidavit.
2. I am the Director of Administration and Custodian of Records for the Port of South Louisiana (the "Port").
3. *L'Observateur* is the Official Journal of the Port of South Louisiana.
4. In my role as Custodian of Records for the Port, I am responsible for submitting meeting minutes to *L'Observateur*.
5. I submitted for publication to *L'Observateur* the Meeting Minutes from the Port Commission meeting of August 5, 2025 shortly after the August 5 meeting.
6. I subsequently received from *L'Observateur* an affidavit of publication as for those August 5, 2025 Meeting Minutes.
7. Through inadvertence or error by the publisher, the August 5, 2025 Meeting Minutes were not actually published by *L'Observateur*.
8. Upon learning of *L'Observateur's* failure to publish the Port's August 5, 2025 Meeting Minutes, I again submitted them to *L'Observateur* for publication.



9. Upon resubmission for publication, the Meeting Minutes from the August 5, 2025 Port Commission meeting were published in *L'Observateur* on Wednesday, June 10, 2026.

10. A true and correct copy of that publication is attached as Exhibit "A".

Vickie Lewis-Clark

VICKIE LEWIS-CLARK

SWORN TO AND SUBSCRIBED
BEFORE ME, NOTARY, THIS
20 DAY OF AUGUST, 2026.

Margaret Tracey

NOTARY PUBLIC

Notarized online using audio-video communication technology

Margaret Tracey
Electronic Notary Public
State of Louisiana
Commission #: 164970
Commission Expires: No Expiration

[illegible][illegible]

to call Executive Session. Time 1:54 p.m.

YEAS	Mr. Scavino, Mr. Dumas, Mrs. Hebert, Mr. Murray, Mr. Burke, Mr. Burke, Mr. LeBlanc, Mr. Dube, Mr. Joseph
NAYS	None
ABSTAIN	None
ABSENT	None

Non Chairman Scavino stated that no action was taken.

ITEM 6C. CONSIDERATION OF PERSONNEL MATTERS.

A Motion was offered by Commissioner Scavino and seconded by Commissioner Dube authorizing and directing the Port to accept the Resignation of Paul Matthews as Executive Director. The Motion was called for a vote, which was as follows:

YEAS	Mr. Scavino, Mr. Dumas, Mrs. Hebert, Mr. Burke, Mr. Burke, Mr. LeBlanc, Mr. Dube, Mr. Joseph
NAYS	None
ABSTAIN	None
ABSENT	None

Chairman Murray stated on the record that the vote resulted in 6 Yeas and 1 Abstention. A Motion was offered by Commissioner Hebert and seconded by Commissioner Scavino authorizing and directing the Port to name Brian Côt as its interim Executive Director and that he assume all the responsibility of the Executive Director including the authority to execute any documents, agreements, applications, checks and any and all other necessary items.

YEAS	Mr. Scavino, Mr. Dumas, Mrs. Hebert, Mr. Murray, Mr. Burke, Mr. Burke, Mr. LeBlanc, Mr. Dube, Mr. Joseph
NAYS	None
ABSTAIN	None
ABSENT	None

7. ADJOURNMENT

A Motion was offered by Commissioner LeBlanc and seconded by Commissioner Dumas that the meeting be adjourned at 4:59 p.m.

YEAS	Mr. Scavino, Mr. Dumas, Mrs. Hebert, Mr. Murray, Mr. Burke, Mr. Burke, Mr. LeBlanc, Mr. Dube, Mr. Joseph
NAYS	None
ABSTAIN	None
ABSENT	None

Stanley G. Boile Secretary R. Joey Murray, III Chairman

The following resolution was offered by Sen. LeBlanc and seconded by Sen. Hebert.

RESOLUTION

AN RESOLUTION APPROVING A COOPERATIVE ENVIRONMENTAL AGREEMENT BY AND AMONG THE PORT OF SOUTH LOUISIANA AND THE PORT OF GREATER BATON ROUGE.

WHEREAS, the Port of South Louisiana (the "Port") is a political subdivision of the State of Louisiana (the "State") created pursuant to Chapter 34 of Title 34 of the Louisiana Revised Statutes of 1950, as amended (the "PSL Act"), with a jurisdiction consisting of St. Charles, St. John the Baptist, and St. James parishes;

WHEREAS, the Port of Greater Baton Rouge ("PGBR") is a political subdivision of the State created pursuant to Chapter 7 of Title 34 of the Louisiana Revised Statutes of 1950, as amended (the "PGBR Act"), with a jurisdiction consisting of the Parishes of East Baton Rouge, West Baton Rouge, Iberville, Assumption, and Pointe Coupee; and

WHEREAS, the Port intends to participate in the development of a steel manufacturing/distribution facility located on the Lower Mississippi River ("LMR") within the State Levee being collectively referred to herein as the "Project" by providing certain related cargo handling and other facilities in the LMR and moved of any such dock facility (the portion of the Project consisting of the dock/conveyer system and ancillary and subsidiary facilities being collectively referred to herein as the "Port Project"); and

WHEREAS, notwithstanding the Port's participation therein, the Project and the Port Project are to be located in Assumption Parish, Louisiana, which is in the territorial jurisdiction of PGBR; and

WHEREAS, Article VI, Section 14(C) of the Louisiana Constitution of 1974 provides that the State and its political subdivisions or political corporations may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual with regard to cooperative financing and other economic development activities, the procurement and development of immovable property, joint planning and implementation of public works, the joint use of facilities, joint research and program implementation activities, joint funding activities and other similar activities in support of public education, community development, economic growth, and other public purposes; and

WHEREAS, Article VI, Section 20 of the Louisiana Constitution of 1974 and the Local Services Law (La. R.S. Chapter 2, Title 33 of the Louisiana Revised Statutes of 1950 (La. R.S. 33:1221, et seq.)) (collectively, the "Local Services Act") provides that a political subdivision may exercise that perform any authorized power and function, including financing, jointly or in cooperation with one or more political subdivisions, either within or without the State, or with the United States or its agencies; and

WHEREAS, PGBR is a political subdivision of the State created pursuant to Chapter 34 of Title 34 of the Louisiana Revised Statutes of 1950, as amended (the "PGBR Act"), with a jurisdiction consisting of the Parishes of St. Charles, St. John the Baptist, and St. James; and

WHEREAS, Article VI, Section 14(C) of the Louisiana Constitution of 1974 provides that the State and its political subdivisions or political corporations may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual with regard to cooperative financing and other economic development activities, the procurement and development of immovable property, joint planning and implementation of public works, the joint use of facilities, joint research and program implementation activities, joint funding activities and other similar activities in support of public education, community development, economic growth, and other public purposes; and

WHEREAS, Article VI, Section 20 of the Louisiana Constitution of 1974 and the Local Services Law (La. R.S. Chapter 2, Title 33 of the Louisiana Revised Statutes of 1950 (La. R.S. 33:1221, et seq.)) (collectively, the "Local Services Act") provides that a political subdivision may exercise that perform any authorized power and function, including financing, jointly or in cooperation with one or more political subdivisions, either within or without the State, or with the United States or its agencies; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

WHEREAS, the PGBR Act, specifically La. R.S. 34:2275(D)(2), empowers PGBR to construct, acquire and equip wharves and landings and other structures useful for the commerce of its port area and to provide mechanical facilities therefor; and

Jay G. Henderson, PE,
Executive Director
Date: _____
THE PORT OF NEW ORLEANS
By: _____
Paul Matthews
Chief Executive Officer
Date: _____
ST. BERNARD PORT, HARBOR AND TERMINAL DISTRICT
By: _____
Drew M. Murphy
Executive Director
Date: _____
PLAQUEMINES PORT HARBOR AND TERMINAL DISTRICT
By: _____
Charles Tilton
Executive Director
Date: _____

EXHIBIT A
POLARIS ANALYTICS & CONSULTING PROPOSAL
DATED JULY 24, 2025
AGREEMENT
BETWEEN
BOARD OF COMMISSIONERS OF THE PORT OF NEW ORLEANS AND
POLARIS ANALYTICS & CONSULTING, LLC
FOR COLLABORATIVE MARKETING STRATEGY SERVICES FOR THE FIVE
DEEP-WATER PORTS OF THE LOWER MISSISSIPPI RIVER

THIS AGREEMENT ("Agreement") is entered into on the dates written below, by and between the Board of Commissioners of the Port of New Orleans ("Board"), an independent political subdivision of the State of Louisiana, represented herein by Paul A. Branch, its President and Chief Executive Officer, duly authorized, and Polaris Analytics & Consulting ("Consultant"), a limited liability company, represented herein by Ben Edwards, its Managing Member and Solely Authorized Signatory. The Board and Consultant are not parties collectively referred to herein as "Parties" and individually as a "Party."

1. SCOPE & SCHEDULE OF SERVICES

1.1 Scope & Schedule of Services. Consultant shall perform collaborative marketing strategy services for the five deep-water ports of the lower Mississippi River (the "Ports") in the manner and in accordance with the Scope of Services, a copy of which is attached hereto and incorporated herein by reference, and which is attached hereto and incorporated herein by reference as "Parties" ("Services").

The Board may suspend any Service by giving written notice of such to Consultant. Upon receipt of said notice, Consultant shall immediately suspend and Services in accordance therewith. Consultant shall resume said Services within five (5) days of receipt of written notice to proceed from Board.

In the event that services are required beyond those set forth above ("Additional Services"), Consultant shall submit a written change order to the Board setting the scope and estimated cost based on the rates set forth in Section 2 and receive written approval from the Board's Chief of Staff and External Affairs prior to commencing said Additional Services. Any Additional Services performed by Consultant that are not properly authorized in advance shall be at Consultant's sole cost, risk and expense.

1.2 Compensation of Services. Consultant shall compensate all Services upon written notice to proceed as authorized by the Board's Chief of Staff and External Affairs or their designees.

2. COMPENSATION, INVOICING AND PAYMENT

2.1 Compensation. Consultant's compensation for the proper performance of all Services under this Agreement shall be in accordance with the rates set forth in Exhibit A, a copy of which is attached hereto and incorporated herein, which shall include all costs, fees, and expenses, including any and all Consultant's fees.

2.2 Consultant's Total Compensation. The total Services performed under this Agreement shall not exceed five hundred forty-five thousand dollars and no cents (\$545,000.00).

2.3 Invoices & Payment. Invoices shall be submitted via email to invoices@portneworleans.com with a copy to ben.edwards@polarisanalytics.com within thirty (30) calendar days of the corresponding Services being performed. Each invoice shall include the following: a description of the Services provided; a description of the Services provided; and the pricing for Services, in accordance with the rates set forth in Section 2.1. The Board may require additional written documentation as determined to be necessary in the Board's sole discretion. The Board will pay approved invoices within thirty (30) calendar days of receipt.

2.4 Taxes. Consultant shall be responsible for payment of all taxes due as a result of this Agreement pursuant to applicable law. The Board is exempt from paying Louisiana state and local sales and use taxes and will furnish an exemption certificate to

WORK MATERIALS

6. Waiver of Subrogation. Except for professional liability, all insurance policies required hereby, as well as any other insurance carried by Consultant for its protection, Consultant shall waive all rights of subrogation and shall require that its insurers waive any and all rights of subrogation against the Board and/or NOPS. Such waiver of subrogation shall be evidenced by endorsement to the applicable policies.

7. Notice of Cancellation and Material Change. All policies required hereby shall provide for written notice of cancellation or non-renewal in accordance with policy provisions to be sent to the Board. In the event of notice of cancellation or material change in any insurance required hereby, upon receipt of notice of such, Consultant shall immediately provide written notice of the same to the Board. All insurance policies must be sent to the Board at P.O. Box 60048, New Orleans, LA 70169, Attention: Risk Manager.

7. Maintaining Insurance. Except as otherwise stated herein, all insurance policies herein required shall remain in full force and effect until the completion of the work and the acceptance thereof or through the term of this Agreement and any renewals/ extensions thereof, whichever is later ("Required Insurance Period"). If any insurance required herein is cancelled or materially changed, and not immediately replaced during the Required Insurance Period, the Board and/or NOPS reserve the right to purchase insurance of its choice. The Consultant is prohibited from the Board and/or NOPS's own interest. The furnishing of insurance shall not relieve the Consultant of the responsibility for losses not covered by insurance.

8. Subcontractor's Insurance. Consultant shall require and verify that any and all subcontractors maintain insurance of the same type and in the same amounts as required of Consultant herein unless otherwise identified. It is the responsibility of the Consultant to secure subcontractors have the required insurance. Upon request, Consultant shall furnish to the Board proof of subcontractors' insurance. Insurance provisions required of subcontractors may be modified only upon written approval by Board.

8. Subject to Revision. The amounts and types of insurance required hereby shall be subject to revision annually and at each renewal term or extension of the duration of the Board.

10. No Representation or Warranty. The Board and the NOPS make no representation or warranty that the insured set forth in this section will be sufficient to protect the Consultant's interests. The coverage specified below are minimum amounts. In the event that the Consultant maintains higher limits of coverage, the limits required under this Agreement shall be the minimum limits stated or the limits carried, whichever are higher. The insurance requirements under this Agreement shall in no way limit Consultant's liability, including Consultant's indemnification obligations.

11. Deductibles. The Consultant shall be liable for any deductibles or self-insured retentions it maintains under the required insurance.

12. Combination of Coverages. A combination of primary and excess or umbrella insurance may be used to satisfy the requirements of this section. Any excess or umbrella insurance must conform with the underlying coverages and to primary and noncontributory with any coverage maintained by the Board and/or NOPS.

13. Exceptions. Any exceptions to either the general or specific insurance requirements must be approved in writing by the Board. However, if this Agreement was awarded pursuant to LA, R.S. 38:222(1)(A)(i)(b), no exceptions will be allowed. Any exception granted may be rescinded if such circumstances warrant.

B. Specific Minimum Insurance Requirements

1. Commercial General Liability Insurance. Consultant shall procure and maintain of its sole cost and expense commercial general liability insurance (on an occurrence basis) covering bodily injury, property damage, personal and advertising injury, products and completed operations, and liability assumed under an insured contract with a limit of liability of not less than one million dollars (\$1,000,000) per occurrence and a general aggregate of two million dollars (\$2,000,000). The aggregate limit for products and completed operations shall be not less than two million dollars (\$2,000,000), (\$2,000,000). This insurance shall include coverage for explosion, collapse and underground property damage incidents. If the work requires the use of watercraft, the watercraft exclusion shall be eliminated. If the work will occur within 50 feet of a railroad, the exclusion for work within 50 feet of a railroad shall be eliminated by means of endorsement CG 24 17 or similar coverage or endorsement.

2. Commercial Automobile Liability Insurance. Consultant shall procure and maintain of its sole cost and expense commercial automobile liability insurance which shall include owned, hired and non-owned coverage with limit of liability of not less than one million dollars (\$1,000,000) combined single limit each accident for bodily injury and property damage. Employee versus employee exclusion shall be removed.

3. Workers' Compensation and Employer's Liability. Insurance Consultant shall procure and maintain of its sole cost and expense statutory workers' compensation insurance, to cover liability imposed by Federal and State statutes (including jurisdiction over the Consultant's employees); and Employer's liability coverage with limits of not less than one million dollars (\$1,000,000) each employee disease, one million dollars (\$1,000,000) each disability, and one million dollars (\$1,000,000) each disease policy limit.

4. Professional Liability / Error and Omissions Insurance. Consultant shall

claims, breach of duty claims, and all other common law and statutory claims.

13.0 Attorney's Fees and Costs. In any action or proceeding between the Parties seeking the enforcement of any of the terms and conditions of this Agreement, the prevailing Party in such action or proceeding shall be awarded, in addition to any damages or equitable relief, its reasonable attorney's fees and costs.

13.7 Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same document. For purposes of this section, facsimile and PDF signatures are acceptable.

13.8 Entire Agreement. This Agreement, including all Exhibits, constitutes the final and complete agreement and understanding between the Parties. All prior and contemporaneous agreements and understandings, whether oral or written, are superseded by this Agreement and are without effect to vary or alter any terms or conditions of this Agreement. No amendment or variation of the terms of this Agreement shall be valid unless made in writing and signed by both Parties. In the event of any conflict between the terms of this Agreement and the Exhibits, the terms of this Agreement shall prevail.

13.9 Drafting of Agreement. The Parties agree that the terms and conditions of this Agreement are the result of arms length negotiations between the Parties and their counsel. Neither Party shall be considered to be the drafter of the Agreement by any provision hereof for the purpose of any statute, law, regulation, rule or of contract interpretation or construction that might cause any provision to be construed against the drafter.

13.10 Date of Entry. Consultant acknowledges that Chapter 15 of Title 42 of the Louisiana Revised Statutes (R.S. 42:1101) et seq., Code of Governmental Ethics applies to Consultant in the performance of its obligations under this Agreement. Consultant agrees to immediately notify Board if potential violations of the Code of Governmental Ethics arise at any time during the term of this Agreement. Consultant executed affidavits ("Non-Conflict Affidavit" and "Waiver Affidavit") are attached hereto as Exhibits C and D.

13.11 Non-Waiver. The failure of a Party to strictly enforce any provision of this Agreement shall not be deemed to act as a waiver of any provision, including the provision not so enforced. Any waiver by a Party of any term, condition, covenant, or breach of this Agreement shall not be deemed to be a continuing waiver of such. The Board reserves any and all rights it has under state and federal law for the extent of breach of this Agreement by any member of Consultant Group.

13.12 Authority. Each of the signatures to this Agreement represents and warrants that he or she is fully authorized and empowered to enter into and execute this Agreement for himself or herself and/or any Party such signatory represents. Each Party warrants to the other that (a) it has the requisite right, power, and authority to execute, deliver, and perform the terms and conditions of this Agreement and to consummate the transaction contemplated in this Agreement, (b) it has taken all action necessary to authorize the execution, delivery, and performance of the terms and conditions of this Agreement and all other documents and agreements to be executed and/or delivered in connection with or pursuant to this Agreement, and (c) the performance by the Party of its duties, obligations, and responsibilities under this Agreement will not violate or contravene any law, rule, regulation, or provision of any applicable law, or any material agreement, document, or instrument to which such Party is a party or by which such Party is bound or affected.

13.13 Exclusivity. Except as otherwise provided herein, this Agreement is entered into for the exclusive benefit of the Board and Consultant, and the Parties expressly disclaim any intent to benefit any person that is not a Party to this Agreement.

13.14 Survival. The following Sections will survive the expiration or termination of this Agreement and remain in effect until fulfilled: Due Diligence, Standard of Care, & Compliance with Laws, Rules, and Regulations (Section 4); Indemnification & Limitation of Liability (Section 6); Independent Contractor Relationship (Section 10); Waiver of Damages (Section 12); Protection of the Board's Information and Data (Section 10); Right to Audit (Section 12); Severability (Section 13.8); Assignment (Section 13.8); Applicable Law, Waiver of Venue & Waiver of Jury (Section 13.5); Attorney's Fees and Costs (Section 13.0); Drafting of Agreement (Section 13.9); Code of Ethics (Section 13.10); and Non-Waiver (Section 13.11).

IN WITNESS WHEREOF, the Board of Commissioners of the Port of New Orleans and Polaris Analytics & Consulting, LLC, through their duly authorized representatives, execute this Agreement.

BOARD OF COMMISSIONERS OF THE
PORT OF NEW ORLEANS

By: _____

Paul A. Branch

President and Chief Executive Officer

Date: _____

Approved: _____

By: _____

Chief Legal Officer for Board

POLARIS ANALYTICS & CONSULTING, L.L.C.

BY: _____

(AUTHORIZED SIGNER)

(TITLE)

DATE: _____

Exhibit A Fee Rate Schedule

Collaborative Marketing Strategy for the Five Deep-Water Ports of the Lower Mississippi River Board of Commissioners of the Port of New Orleans
Polaris Analytics & Consulting, LLC

Project Fees and Expenses

To perform the Scope of Work, the respective tasks and deliverables, Polaris will bill a total of not to exceed \$250,000.00 in professional fees, unless a different amount is agreed upon by mutual written agreement. The project budget by task and category are outlined in Table 3. Polaris will bill the Board for all work conducted under this project. Travel-related expenses are included in the proposed budget.

Table 3: Polaris Analytics and Consulting Estimated Hours, Standard Hourly Rate and Total Cost (including travel) by Task to Prepare the Collaborative Marketing Strategy of Lower Mississippi River Port and Waterways Investment Commission

Task	Estimated Hours	Hourly Rate (\$)	Total (\$)
Research and Discovery	440	\$215	\$94,600
Value Proposition Development	300	\$215	\$64,500
Marketing Strategy Development	300	\$215	\$64,500
Implementation Planning	220	\$215	\$47,300
Travel (three trips and three people to conduct interviews and project delivery)	N/A	N/A	\$43,600

Services requested beyond the scope of this proposal will be initiated at an estimated hourly rate of \$215 per hour. Travel is required to fulfill the deliverables, as described in the tasks, and is included in the total proposed fee. The project team will be available to deliver project results as a presentation with Board staff and other LMR Port representatives, and at industry events or forums of the report as requested by the Board and LMR Ports. Additional travel fees and incident costs incurred beyond those defined in the task will be in accordance with prevailing project delivery will be included during the month they are incurred. Such expense would be submitted for approval before they are incurred. Exhibit B-Scope of Services

Collaborative Marketing Strategy for the Five Deep-Water Ports of the Lower Mississippi River Board of Commissioners of the Port of New Orleans

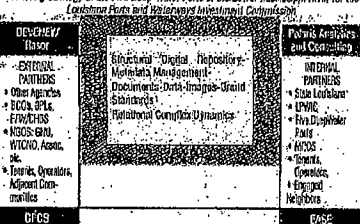
Scope of Work

The Louisiana Ports and Waterways Investment Commission (PWIC) is charged to deliver to Governor Jeff Landry a set of collaborative and cohesive marketing strategies for the five deep-water ports on the Lower Mississippi River LMRP. The five selected, authorized deep-water port jurisdictions include (listed from upriver to downriver location) Port of Greater Baton Rouge, Port of South Louisiana, Port of New Orleans, St. Bernard Port, Houma and Terminal District, and Port of Plaquemine along Louisiana Gateway Port (collectively, the "LMR Ports").

The LMR Ports handle more than 100 million tons of cargo volume that pass by the port or waterway in the United States. These LMR Ports, an average, handled 470 million tons of cargo from 2014 through 2020, totaling from a low cargo volume of 423.6 million in 2020 (COVID-19 induced impacts) to a high of 518.7 million in 2016. Since 2014, the LMR Ports have collectively handled nearly double the volume of the rest of the U.S. waterway. Houston, Ship Channel, and the LMR Ports represent about 20% of all U.S. cargo volume. Moreover, two of the LMR Ports are located in the top five cargo handling ports or waterways in the U.S. Lastly, the LMR Ports provide access to more miles of a navigable waterway system than the rest of the world combined. However, the upriver strategic, capabilities and possibilities of the LMR Ports is not well known nor effectively marketed. The individual port marketing plans, as a result, have been siloed and not integrated, aligned, commercially oriented descriptions and messages. A strategic marketing plan will unify the strengths and opportunities of the LMR Ports with a focused message to respond. The goals of the strategic plan will be to increase international trade (import and export), drive economic growth, attract new business along with foreign direct investment, and support Louisiana's long-term economic development goals.

The development of the marketing strategy builds on the "Cargo Market Analysis and Strategy for the Lower Mississippi River Port" (Commission Report) released in March 2022. The Commission Report addressed the LMR Ports' competitive position as well as private industry along with economic competition with ports and terminals across the Gulf of America in Mexico, Atlantic, Mississippi, and Texas. Preparing the strategic marketing plan will involve data collection, stakeholder engagement (including surveys and interviews with port personnel and industry stakeholders), competitive benchmarking, and strategic recommendations to enhance port operations, market penetration, and regional cooperation. The framework for developing the strategic marketing plan is illustrated in Figure 1. The core effort to develop the strategic marketing plan is structural and relational that results in inputs and outputs of the project. The foundation of the project will be Task 1: Research and Analysis while Task 2: Marketing and Strategy bridges Task 2: Value Proposition to Task 4: Execution Roadmap and Budget. The pillars of the project are the internal and external stakeholders. As a team we engage and connect the pillars with the core effort between and among one another.

Figure 1: Polaris Analytics and Consulting Framework to Prepare the Collaborative Marketing Strategy of the Five Deep-Water Ports of the Lower Mississippi River for the Louisiana Ports and Waterways Investment Commission



The approach is multidimensional in coordinating the elements of the project. The scope includes four tasks: Research and Analysis, Value Proposition Development, Strategic Marketing Plan, and an Implementation Roadmap. The work accomplishing each task is discussed below.

Tasks

1. Research and Analysis

This first task is important to the whole process of developing the collaborative marketing strategy using a combination of desk research, surveys and interviews with port leadership and industry stakeholders. The results of the desk research, surveys and interviews will be assessed using SWOT, PESTLE, and the Five Forces framework. The results of the desk research, surveys and interviews will be assessed using SWOT, PESTLE, and the Five Forces framework.

Desk research will include a review of key port and industry documentation, the Commission Report to complete competitively volume and value through the ports of the LMR, and the U.S. Department of State's Sister Ports Program, and the Trump Administration's America First Maritime Policy to align with these programs. An initial inventory of port and terminal equipment and capabilities will be compiled from each port and through the Louisiana Department of Transportation and Development, and other industry sources (e.g., American Association of Port Authorities, U.S. Army Corps of Engineers, others).

In-person interviews of leadership at each port and of industry stakeholders will be a key feature of this task. In essence of the interviews, a detailed electronic questionnaire will be prepared and sent to the port leadership and industry stakeholders. Questionnaires will allow the project team to fill the SWOT ahead of this in-person interviews while compiling an inventory of port and waterway infrastructure, and gain valuable insights from key stakeholders, ensuring that all perspectives are considered. The in-person interviews will have three components. First, verify the inventory of equipment and terminal capabilities. Second, identify and verify capital investment needs of infrastructure gaps and requirements of each port. Third, a SWOT assessment. Industry stakeholders will include Louisiana leading and other port associations, maritime, university academics, local and regional authorities such as metropolitan planning organizations, non-governmental organizations (e.g., ship agents, their pilots, etc.). The project team will coordinate with LPWIC to confirm key stakeholders are included in the industry interviews.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

A SWOT analysis is a robust starting point for assessing the strategic positioning of the five LMR Ports. Both internal and external factors that are critical to this effort

- Funding for Deep Water Ports
- International Trade and Cargo Movements
- Offshore Oil and Gas Ports
- Rural and Agriculture Ports
- Task Force on Navigation and Safety

From the SWOT, a PESTLE analysis will be conducted, and Porter's Five Forces framework will be prepared. PESTLE and Porter's Five Forces are powerful complements to the SWOT, providing a deeper understanding of the macro-environmental and competitive forces shaping the LMR Ports.

PESTLE is a strategic tool used to assess external macro-environmental factors that influence an organization or industry. It identifies trends and forces that could impact future performance, helping to anticipate opportunities as well as threats. It ensures strategies are future-proofed against trends like sustainability and regulatory changes. A PESTLE matrix will be prepared for the LMR. The matrix will list each PESTLE category, specific factors relevant to LMR Ports, their impact (High, Medium and Low), and strategic implications.

Porter's Five Forces

Porter's Five Forces sharpens the focus on competitive dynamics, addressing both intra-LMR and Gulf and East Coast rivals. The Five Forces approach includes:

1. Internal competition,
2. Potential for new entrants,
3. The negotiating power of suppliers and prospective or established service providers,
4. Regulating power of customers, along with,
5. The ability of customers to find substitutes or alternatives.

The integration of these frameworks requires a robust, actionable collaborative marketing strategy plan that enhances the LMR Ports' competitiveness. Importantly, the results of the desk research, SWOT, PESTLE and Five Forces framework, will aid in Task 2: Value Proposition Development while supporting DEVENY's signature COMMAST™ session as part of Task 4: Implementation Roadmap.

2. Value Proposition Development

Developing a value proposition involves synthesizing insights from Task 1: Research and Analysis while aligning to the Louisiana Economic Development (LED) Partnership's advisory board strategic plan (released in March 2022) to craft a cohesive document that associates the strategy's benefits with the needs of the ports and their stakeholders. The LED comprehensive strategic plan is the blueprint to accelerate "momentum and positioning Louisiana for long-term business growth, innovation, and talent retention." Specifically, the value proposition of the five deep-water ports of the LMR will:

- Identify Key Benefits: Use findings from the SWOT, PESTLE, and Porter's Five Forces analysis to highlight how the collaborative strategy strengthens the ports' competitiveness, addresses industry challenges (e.g., competition, logistics efficiency), and capitalizes on opportunities (e.g., trade growth, regional economic impact).

• Define Target Audiences: Specify who the strategy serves (e.g., shipping companies, global shippers, port operators, local businesses, government entities) and tailor the value proposition to their priorities, such as cost savings, reliability, or market access.

- Highlight Differentiators: Emphasize what makes the five deep-water ports' collaborative approach unique compared to other port clusters or individual port strategies, such as shared resources, unified branding, or enhanced global competitiveness.
- Support Strategic Alignment: Ensure the value proposition sets the foundation for Task 3: Strategic Marketing Plan by providing a clear message that can be integrated into marketing campaigns, stakeholder communications, and branding efforts.

The Value Proposition Document (one of the five deliverables) will be a concise, actionable document that includes:

- A clear statement of the collaborative strategy's value (e.g., "The Five Deep-Water Ports of the Lower Mississippi River unite to deliver unmatched efficiency, connectivity, and economic impact for global trade partners").

• Key benefits for each target audience, supported by data or insights from Task 1.

• Alignment with the broader marketing strategy (Task 3) to ensure consistency in messaging.

3. Strategic Marketing Plan

The development of the Strategic Marketing Plan will flow out of the previous task tasks, especially incorporating the value proposition. The plan codifies through clarity and branding. The first part will be to develop, to put together the results of the SWOT, PESTLE and Five Forces framework Task 2.

The second part is ensuring DEVENY's COMMAST™ research that includes an action plan, branding, content strategy, and tactics. Emerging Task 1 research and Task 2 value proposition to create a unified brand platform. These are outlined below.

Discovery

COMMAST™

Action Plan

- Mission and Vision Statements
- Goals
- Objectives
- Assessment of Current State and Challenges
- Strategies
- Key Performance Indicators and Metrics

COMMAST™ Branding

- Brand Markings
- Brand Visuals
- Brand Platform
- Corporate Identity
- Content Strategy
- Messaging Platform
- One-Video Strategy
- Media Training
- Video & Multimedia Content

Tactics

- Proposition Thinking
- TARPDM
- Crisis Playbook

4. Implementation Roadmap

The implementation roadmap of the strategic marketing plan for the LMR will synthesize the research from Tasks 1, 2, and 3. A collaborative process applying a proven methodology known as Strategic Doing will be used. This approach engages a broad range of stakeholders to ensure that initiatives with clear accountability, leveraging available (or needed) resources to attract additional investment in human and financial capital.

This could entail hosting a session of the willing, engaging a set of participants to regularly convene and bring their interests and ideas together, thereby accelerating change and facilitating commercial development more rapidly. The elements of the marketing strategy from Task 3 are contextualized in the implementation roadmap and included herein.

The roadmap will recommend elements that have the maximum impact to communicate the strategy below are common elements that could be envisioned. The results of Tasks 1, 2, and 3 will define the content roadmap. A corresponding budget for strategy execution will be defined for strategy implementation.

Phased, Scalable Execution Drives Success

The marketing strategy will be structured in three clear, sequential phases to optimize resources and ensure readiness of each stage:

Discovery & Branding

Infrastructure Build

Launch

The roadmap will prioritize messaging platforms and digital infrastructure based on stakeholder input. The following elements have been proven approaches to implementing a marketing strategy roadmap. All these elements, a combination of them or others deemed necessary, could be part of the plan.

Messaging Platform

Consistent and clear communication is essential for building trust and reinforcing your organization's identity. DEVENY's Messaging Platform empowers anyone speaking on behalf of your organization with a unified framework of key messages, core words, and brand points. This guide then will help you to communicate effectively and consistently, instilling a sense of capability and confidence. Whether addressing everyday communications or critical internal management, DEVENY partners with you to develop a custom messaging platform that aligns with your unique objectives and challenges - ensuring your message remains clear, credible, and consistent across all audiences and channels.

Messaging Platform Elements

- Unified Voice
- Key Messages
- Core Words

The marketing strategy will include:

- Marketing assets (brochure, one-pagers) of the LMR (capabilities, resources, market reach (global and national))
 - Target markets for marketing efforts
 - Execution roadmap and budget
- The Implementation Roadmap will describe the pathway to launch and maintain the momentum of the LMR value. It will include proposed timing and estimated budgets for infrastructure investment, whether for the rehabilitation of existing terminals, structures, and equipment or investment in new terminals, structures, and equipment. The roadmap will plot a phased, high-level launch on approach grounded in a strategic framework for long-term and sustainable market impact.

Identify, evaluate, prioritize and segment key influencers:

- External media
- Shared media
- Business and industry

This effort will analyze and evaluate the most influential leaders nationally that will impact Louisiana's five LMR Ports to increase international trade (import and export), drive economic growth, attract new business along with foreign direct investment, and support Louisiana's long-term economic development goals.

A prioritized, targeted and segmented list would be used throughout the effort on planned tactics, efforts and activities, such as a website media tour, writing and distributing an Op-Ed, being featured on an event, the letter to the editor campaign, drafting a white paper, LinkedIn content, and securing content on media. We would also craft tactics specifically to attract, engage, and secure preferred influencers.

National leaders will be important to engage to significantly impact these efforts to drive Louisiana's economic growth, international trade, economic growth, and attract foreign investment, including federal government officials and congressional leadership.

Elements of the Marketing Strategy include:

- Any, Media, Advocacy
- Audience analysis regarding stance and conversion
- The strategic content framework is a powerful tool that categorizes key audiences by their stance. This includes tailored messaging and engagement strategies that effectively build support, address concerns, and mitigate opposition.
- Website Strategy Planning and Digital Infrastructure Set-Up
- Development of audience-segmented content strategy
- Secure appropriate domains
- Responsive website creation focused on clear communication of values
- SEO-driven, with clear navigation and ease of access
- AI chatbots for instant information and lead capture
- Intelligent search powered by AI for easy content navigation
- Dynamic content generation tools
- Enhanced initial digital marketing funnel
- Content Strategy Development (see elements)
- Hybrid initial webpages, industry-focused, and technology trials
- Thought leadership articles
- LinkedIn posts targeting industry executives with content on sustainability metrics, innovation, and success stories
- Monthly SEO-optimized blog posts emphasizing the leadership story highlights

Corporate Identity

Name

Logo

Tagline

Global Standards Guide (usage, color palette, typography, brand voice)

Op-Ed and Letter to Editor for conversion efforts

An op-ed, or opinion editorial, is a written expression of an individual's or group's opinion on a matter of public interest. This would be a key method of outreach to reinforce your position as subject matter experts in your target market.

Op-eds bring local, national, and world events into perspective for readers and convey either a recommendation or solution to a controversy or problem. In a similar fashion, Letters to the Editor (LTEs) are great advocacy tools and again, an excellent method of establishing a relationship of spokesperson as an expert. Letters also build credibility and generate exposure.

Influencers, Third Party Advocates

- Identify, evaluate, prioritize and segment key influencers
- External media
- Shared media
- Business and industry

This effort will analyze and evaluate the most influential leaders nationally that could impact Louisiana's five deep-water ports to increase international trade (import and export), drive economic growth, attract new business along with foreign direct investment, and support Louisiana's long-term economic development goals.

After COMMAST a list for the leaders to use as a start to the discussion, consideration, evaluation, prioritization and engagement will be prepared. The goal will be to identify who could significantly impact these efforts to drive Louisiana's LMR Ports, international trade, economic growth, and attract foreign investment.

Deliverables and Timing

Deliverables

As specified in the Scope of Work, the deliverables for this report will include the following deliverables:

1. Research findings summary

The research findings summary will include work accomplished and insights gathered through the following efforts:

• Desk research:

- Interviews of port leadership
- Interviews of industry stakeholders

• GDS development and tools

• Inventory of port assets

• Infrastructure gap analysis

2. Value proposition document

A succinct and impactful statement on the value proposition of the five deep-water ports of the LMR will be presented. The document will provide the identification of key competitive advantages, along with characterizations of structural market risks, for competitive advantages.

Target audiences for communications are expected to set the stage for initiatives to engage with existing and prospective partners. These relationships are intended to help establish a local commercial alignment, may require progress through to full inclusion as service, or operational partnerships, to improve competitiveness vis-à-vis other ports. Highlighting points of differentiation will be a critical part of this articulated value proposition, driving forward mutual benefits from individual entities for collective, real, strategic impact. The potential for exponential commercial impact to be achieved for the "Collaborative Marketing Strategy for the Louisiana Ports" will be tested through demonstration of how the mutually beneficial collaborations can be more than additive (1+1+1+1+1=5); they can be brought together in terms that also go beyond a simple multiplier (e.g., 5x=25); rather, the implementation roadmap will be shown to advance the Value Proposition by translating the collective efforts to relative exponential impact (e.g., 5x or 5x5x5x5=625) when the whole community is pulling in the same direction, providing effort in a common direction, with agreed investments and acknowledged returns on those committed resources.

Support for strategic alignment is prohibited on the commitments recognized to build the collaborations. The support will come from the ports themselves, their first order, direct stakeholders, second order communities, and be cross-pollinated to and from the economic development understanding that are grounded from existing industry services, operations along with world class focus on bringing best in class technology and personnel to contribute to a bright future for the state of Louisiana. It will be aligned with the LED's strategic plan, as defined in the March 2022 release, and enable in approach to adjust and continuously collaborate to future horizons built from such collaborative know.

3. Marketing strategy

A cohesive marketing strategy will include several elements, each of which are built upon, derive value from, as well as contribute to the building of trust, reliability, and competitiveness that advance the value propositions themselves, for mutual stakeholder benefit.

- Marketing assets (e.g., print brochures, one-pagers, web content, etc.) of the LMR provide capabilities, resources, market reach for inbound and outbound, inbound and outbound river traffic, at specific points, as well as for nearby, proximate equidistant through the drive west and distribution moves, across the hinterland, as well as for global reach and connectivity.

• Defined elements with target markets for communications efforts, specific to the audiences identified in differentiation, from aspects tying back to the Value Proposition characterizations, will help the port communities, leaders, while creating synergies, along with their respective customers to have confidence in the resources, reliability and value case execution of operations that take place at the five deep-water ports.

• A regular set of policy and operational collaborations. Regular and frequent internal communications go beyond the basic "communication," that involves exceeds "cooperation." Each of these nonverbally expressed efforts by more than a single participant, generally nonverbally centered, contributions in coordination and cooperation (and to sustain a status

Department of State's Justice, Commerce, and Labor. An initial inventory of port and terminal equipment and capabilities will be compiled from each port and through the Louisiana Department of Transportation, Civil Development, and other industry sources (e.g., American Association of Port Authorities, U.S. Army Corps of Engineers, etc.).

A person knowledgeable of each port and of industry stakeholders will be a key feature of this task. In advance of the interviews, a detailed electronic questionnaire will be prepared and sent to the port leadership and industry stakeholders.

Questionnaires will allow the project team to limit the SWOT ahead of the in-person interviews while ensuring a thorough review of port and industry infrastructure and capabilities relative to key stakeholders, including local, regional, and national.

The in-person interviews will have three components: first, verify the inventory of equipment and terminal capabilities; second, identify and verify critical investment needs of infrastructure gaps and requirements of each port; third, in the SWOT assessment, industry stakeholders will discuss Louisiana's and other port associations, railroads, university academics, local and regional public entities such as metropolitan planning organizations, non-governmental organizations (e.g., ship agents, river pilots), etc. The project team will collaborate with LPVPC to identify key stakeholders and include them in the industry interviews.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

A SWOT analysis is a robust starting point for assessing the strategic positioning of the five LMR ports, both individually and collectively. It is particularly suitable for this project because it:

- Captures internal and external factors: SWOT reveals internal strengths and weaknesses (e.g., infrastructure, intermodal connections, connectivity, etc.) and external opportunities and threats (e.g., competition from Florida, Alabama, Texas, and California West Coast ports, market trends, regulatory changes), aligning with the need to understand each port's competitive position within the LMR and against regional competitors.

- Facilitates Comparative Analysis: Conducting SWOT analyses for each port identifies unique advantages (e.g., rail connections) and common challenges (e.g., shallow drafts, dredging vessel short, limiting a prioritized LMR-wide perspective).

- Supports Strategic Planning: The SWOT framework provides a fact-based, data-driven foundation for developing strategic strategies, which is critical for the Strategic Marketing Study to build on the Commodities Report.

- Addresses Competition: It can highlight how LMR ports compare internally (with each other and private terminals) and externally (with Gulf Coast, East Coast and West Coast ports), identifying areas for collaboration or differentiation.

The SWOT output and review will consider the perspective "Comprehensive Marketing Strategy for the Louisiana Ports," the combined marketing initiative driving forward internal and external alignment with some increased focus for the future among the five deep-water ports involved in the study, as an opportunity to build trust among the largest but similar high-potential assets.

The LPVPC has expected to review of the ports along the following lines, that will inform the study methodology. Overall, a set of approaches and priorities that align in similar form and organization. The original subcommittees of LPVPC will serve as a basis for the relational questions and characterizations posed in the study, to identify areas for closer alignment, and for subject matter elements that may be quite diverse, distinct or require more difficult to harmonize and homogenize. As reported in the next report, based on the LPVPC subcommittee structure:

- Coastal and Inland Ports
- Deep Draft Port

Industry & Port

- Infrastructure Build
- Logistics

The industry will prioritize messaging platforms and digital infrastructure based on stakeholder input. The following elements have been proven successful in increasing a market strategy's visibility. At these elements, a combination of them or others deemed necessary could be part of the plan.

Messaging Platform

Consistent and clear communication is essential for building trust and reinforcing your organization's identity. DEVEVEY's Messaging Platform improves anyone speaking on behalf of your organization with a tailored framework of key messages, cue words, and proof points. This enables each team to focus their time to communicate consistently and cohesively, building a sense of credibility and confidence. Whether addressing everyday communications or critical updated management, DEVEVEY partners with you to develop a custom messaging platform that aligns with your unique objectives and challenges, ensuring your message remains clear, credible, and consistent across all audiences and channels.

Messaging Platform Elements

- Brand Voice
- Key Messages
- Cue Words
- Proof Points

Messaging Platform Pillars

- Performance
- Competitive Analysis
- Sustainability
- Cost-effectiveness
- Regional Reach and Access
- Align Messaging among ports

- Spokeperson Preparation
- Identification
- Evaluation
- Media Training
- Briefing (on) site and on

Content Strategy

Content strategy will be executed through multiple efforts of the campaign, such as:

- Media Training
- Executive Briefing Session
- One-to-One Strategy
- Presentation Training
- Video & Multimedia Content
- Speaking Engagements
- Partnership Development
- Podcasts
- Email Newsletters
- Satellite Media Tour
- Social Platforms
- Strategic Platform selection (LinkedIn, YouTube, and Instagram)
- Secure opportunities handbook
- Platform build out
- Marketing Strategy Once Launched

to robust and continuously evaluate its impact. A Marketing Strategy will include several elements, each of which are built upon, derive value from, as well as contribute to the building of trust, reliability and confidence that advance the value proposition themselves, for mutual stakeholder benefit.

- Marketing assets (e.g., and print brochures, and digital web content) that of the LMR provide capabilities, resources, market reach, for focused and sustained, focused and sustained side traffic in specific markets, as well as for nearby, regional opportunities through the direct and distribution ranges, across the hinterland, as well as for global reach and connectivity.

- Defined elements with target markets for communications efforts, specific to the audience identified in differentiation, from aspects tying back to the Value Proposition. Characteristics, will help the port customers identify, align with operating equipment, align with their respective challenges in their confidence in the resources, reliability and word class reputation of companies that take part at the five deep-water ports.

- A regular set of policy and operational collaborations, regular and frequent internal communications to beyond the local coordination, that likewise extends cooperation. Each of these non-regularly component efforts by more than a single participant (port) remain self-reliant, consistent in coordination and cooperation and to secure a status quo, with visible effort consistent toward a shared common goal or set of objectives. When all parties are completely committed to building mutual trust, to understanding the risks and objectives of the associated enterprises, in plans and platforms within a plan can be manifested in accelerated fashion through the collective, mutually beneficial effort.

The ability to focus marketing work toward the collective effort, can also contribute to mitigating inefficiencies, as previous efforts opportunities for the greater good, building trust, foster mutually beneficial opportunities, while creating improved returns from assets value that arises at the five deep-water ports of the LMR of their respective competitive landscapes.

To elevate specializations and create greater value to be both contributed to the greater, while also deriving greater value through improved efficiencies arising from market driven information flow. Also, each time and every day improvements will be able to serve future competitive advantages for the State of Louisiana economy, the port themselves, the customers and the customers' position.

The overarching framework of the marketing strategy will provide a methodology for launching internal and external stakeholders. Attracting attention and resources to spread the message will be built on those with favorable experiences and trusting relationships, among port users and other stakeholders.

The marketing strategy will use that responsibility and accountability to bring the wide range of capabilities, services and opportunities to the domestic and international markets on behalf of the five deep-water ports. The ports themselves, as public enterprises, help to deliver value benefits through the provision of publicly accessible, transparent, the shared responsibility, even in the whole market. Setting the stage through common, consistent and coherent communication initiatives, builds a marketing structure where new paradigms and innovative approaches can attract additional commitments of resources, capital and labor, translating to physical improvements arising from such public-private partnerships through investment and additional work.

4. Execution readiness and budget

The execution readiness will describe the delivery in launch and keep momentum of the value of LMR as outlined in Task 4. It will include proposed marketing elements, timing,

and estimated budgets to launch the roadmap. In addition, it will identify effective metrics to evaluate success and define implementation. Infrastructure investment opportunities will be identified and evaluated based on their potential to generate economic growth, create jobs and improve quality of life.

5. **Establish digital repository and metadata management for collection, storage of documents, images, data and brand standards.** Key data, metrics and history of LMI assets will be captured into a digital repository. The information and data will include the metadata, GIS assets, will be prepared, identified and available in electronic format as both native data and as images. The digital brand assets will be prepared in a working document.

To increase asset visibility and accessibility, we will develop a centralized digital repository with all relevant metadata for reporting and reviewing documents, images, GIS data and brand materials.

Key Actions:

- Centralize Assets: Consolidate all relevant data - documents, images, metrics, GIS files and branding into a single, accessible platform.
- Implement Metadata Standards: Apply standardized metadata to enhance organization, discoverability and reporting.

6. **Inventory and digitization:** Conduct a full audit of existing assets, ensuring all are properly categorized and tagged for easy access.

7. **GIS Integration:** Integrate GIS data in standard electronic formats, including both native files and map images, accessible within the system.

8. **Brand Standards Document:** Create a working brand guidelines document, housed in the repository, to ensure consistency in all communications.

Expected Outcomes:

- Standardized access to accurate, up-to-date information.
- Improved collaboration and data governance.
- Consistent brand image across platforms.
- Long-term digital asset preservation.

This system will provide a foundation for efficient operations, better decision-making and LMI visibility as presented in Figure 1.

Timeline

The project team will make periodic status updates on the project, while engaging the LMI Ports team to verify various aspects of LMI Ports' goals and objectives with the project's objectives.

The required deliverables will be completed and delivered within sixteen (16) weeks following the receipt of a signed copy of the agreement. The final set of deliverables will be provided within two (2) months of LMI Ports' review and approval.

Once the project is initiated, the team will hold a formal kick-off meeting to introduce the key team members and to review the scope and objectives of this project. The meeting will be held in person or virtually through Teams.

The project team will be responsible to deliver the results virtually or in person at the location and events requested by the LMI Ports.

Table 1: Project Activities and Deliverables Timeline to Prepare the Comprehensive Marketing Strategy of the Five Deep-Water Ports of the Lower Mississippi River for the Louisiana Ports and Waterways Investment Commission.

Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Kick-Off Meeting																	
1. Research and Discovery																	
2. Tax Promotion Development																	
3. Midway Review/Progress																	
4. Implementation Roadmap																	
Final Materials for Submission																	

Project Delivery and Production

The assembled project team brings unparalleled experience from key industry areas, including multimodal law, infrastructure development, transportation, people and freight, economic development, commercial port and supply chain logistics, business development, change management.

The development of the marketing strategy will be directed by Ken Croston, Managing Member and Strategic Advisor, Polaris Analytics and Consulting. Scott Blumenthal, Principal Consultant, GeoIntelligence Advisory Services Enterprise, will engage throughout the project, with particular attention to geospatial outreach and research and analysis and future program development. Key team members include: Paulina, CPSC, will lead port and limited asset inventory and geospatial information system (GIS) development of the research and conduct the development of the data visualization.

New Orleans-based DEVENY will lead the geospatial outreach plan and implementation, supported by Isaac DEVENY's office will facilitate stakeholder interviews and leverage local insights.

Next Communications will prepare port profiles and internal facing assets. The full team portfolio of all project team is summarized in Table 2.

Table 2: Portfolio of Project and Consulting Study Team Summary of Roles and Key Contributions

Portfolio	Role	Key Contributions
Paulina	CPSC	Geospatial Outreach, Research, Interviews, Outreach
ISABEL	ISABEL	Geospatial Outreach, Research, Interviews, Outreach
CPSC	CPSC	Geospatial Outreach, Research, Interviews, Outreach
DEVENY	DEVENY	Geospatial Outreach, Research, Interviews, Outreach
Isaac	Isaac	Geospatial Outreach, Research, Interviews, Outreach
Next	Next	Geospatial Outreach, Research, Interviews, Outreach

Public Notices

SHALL NOTIFY THE OWNER OF THE (T) (D) (S) OF ACCOMMODATION REQUIRED, NOT LESS THAN SEVEN (7) DAYS BEFORE THE BID OPENING.

FOR: East St. John High School, New Orleans, Louisiana 70004.

Reserve, Louisiana 70004. Bid Documents shall be available the first date of government.

Bidding Documents for this project are available in electronic form. They may be obtained without charge and without deposit from:

www.centralauctionhouse.com. Printed copies are not available from the Designer. Put arrangements can be made to obtain them through most reprographic firms. Plan holders are responsible for their own reproduction costs. Questions about the procedure shall be directed to: Michael Bason at N.Y. Associates, Inc. 2750 Lake Villa Drive, Metairie, LA 70002. Telephone: (504) 885-0500. E-mail: mbason@ny-associates.com.

A set of the plans can be reviewed only upon request at St. John the Baptist Parish Public Schools, 118 West 10th Street, Reserve, LA 70004.

All bids must be accompanied by bid security equal to five percent (5%) of the sum of the Base Bid and all Alternates, and must be in the form of a certified check, cashier's check or a Bid Bond form written by a surety company licensed to do business in Louisiana, signed by

Public Notices

Treasury List, and has at least an "A" rating or better (as shown in the latest edition of A.M. Best's Key Rating Guide), the maximum Contract amount for which that Surety may provide a Bond is fifteen percent of the Surety's policyholders' surplus (as shown by Surety's most recent financial statements filed with the Louisiana Department of Insurance). The Bond shall be signed by the surety's agent or attorney-in-fact and shall be in favor of the St. John the Baptist Parish Public Schools.

A MANDATORY PRE-BID CONFERENCE WILL BE HELD

2:30 P.M. C.S.T. on Thursday, June 18, 2020, at East St. John High School, 1 Wilcatt Dr., Reserve, Louisiana 70004.

Bids shall be accepted from Contractors who are licensed under LA R.S. 37:2150-2163 for the classification of Building Construction. Bidders are required to comply with provisions and requirements of LA R.S. 38:2212 (A)(1)(c). No bid may be withdrawn for a period of thirty (30) days after receipt of bids, except under the provisions of LA R.S. 38:2214. The Owner reserves the right to reject any and all bids for just cause. In accordance with LA R.S. 38:2212 (A)(1)(b), the provisions and requirements of this Section; those stated in the advertisement bids; and those required on the bid form shall not be considered as formalities and shall not be waived by any public entity.

Proposals shall be addressed to the St. John the Baptist Parish Council and delivered to the receptionist at the St. John the Baptist Parish Government Complex, 1811 West Airline Hwy, LaPlace, LA not later than 8:45 A.M. local time on June 26, 2020. Proposal package shall be clearly marked: REP-2020-14-Backflow Prevention Services.

Any proposals received after the specified time and date will not be considered. The sealed proposals will be read aloud at 10:00 A.M. local time on June 29, 2020 in the St. John the Baptist Parish Government Complex, Council Chambers located at 1811 West Airline Hwy, LaPlace, LA.

Proposal documents may be viewed on or downloaded from the parish website: www.sjbaptist.com, obtained by

Public Notices

PUBLIC NOTICE REQUEST FOR PROPOSALS AS NEEDEDION CALL MANAGEMENT AND ADMINISTRATION SERVICES

Port of South Louisiana, invites interested parties to submit proposals to provide "AS NEEDEDION CALL" FEMA Grant Management and Administration Services; these services will be on an "as neededion call" basis in order to effectively administer and manage various FEMA grant programs and grant awards that may be forthcoming as a result of future disaster events, hurricanes, signs of flooding, as well as other possible future declared disasters. The Port is soliciting proposals from qualified and experienced firms to provide FEMA grant management and administration services.

The procedures for the selection of this firm will be in accordance with the procurement requirements of the FEMA and the Governor's Office of Homeland Security and Emergency Preparedness Program, and the procedures set forth in the Request for Proposals packet. All responses received will be evaluated in accordance with the selection criteria identified in the Request for Proposals packet. That packet, also, identifies the anticipated scope of service to be performed by the selected firm.

Sealed Bids must be received by the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004, either by mail, hand delivery or electronic bid, NO LATER THAN 10:00 A.M. local time Thursday, JUNE 25, 2020. Attn: Julia Fisher, Contract Sealed Bid, enclosed Port of South Louisiana, Gunshouse, Critical Repairs, Project No. 2020-008.

Contractor's License Number and Contractor's name should be printed outside of the sealed bid. Promptly thereafter, the bids will be publicly opened and read aloud at the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004.

Electronic bids are accepted on the Central Auction House Bidding Website: www.centralauctionhouse.com

effect and shall be binding upon the principal until specifically rescinded and canceled from the records of the office.

See the Contract Documents for Certificate of Insurance.

BID PROTEST PROCEDURE

By submitting a bid, bidders agree that any and all disputes arising from or connected with the bidding on or award of the contract for this project shall be resolved by way of the following which bidders acknowledge as the "available" administrative remedy:

1. Any and all bidders information shall be available upon request as a public record, either no sooner than nine (9) working days following the bid opening or after the recommendation of award by the public entity or the design professional, whichever occurs first, and the requester shall pay reasonable reproduction costs.

2. Any protest of the responsiveness of a bid or responsibility of a bidder shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within fourteen (14) working days following the bid opening. Any protest of the award of the contract shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within three (3) working days following the award.

Public Notices

PUBLIC NOTICE REQUEST FOR PROPOSALS AS NEEDEDION CALL MANAGEMENT AND ADMINISTRATION SERVICES

Port of South Louisiana, invites interested parties to submit proposals to provide "AS NEEDEDION CALL" FEMA Grant Management and Administration Services; these services will be on an "as neededion call" basis in order to effectively administer and manage various FEMA grant programs and grant awards that may be forthcoming as a result of future disaster events, hurricanes, signs of flooding, as well as other possible future declared disasters. The Port is soliciting proposals from qualified and experienced firms to provide FEMA grant management and administration services.

The procedures for the selection of this firm will be in accordance with the procurement requirements of the FEMA and the Governor's Office of Homeland Security and Emergency Preparedness Program, and the procedures set forth in the Request for Proposals packet. All responses received will be evaluated in accordance with the selection criteria identified in the Request for Proposals packet. That packet, also, identifies the anticipated scope of service to be performed by the selected firm.

Sealed Bids must be received by the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004, either by mail, hand delivery or electronic bid, NO LATER THAN 10:00 A.M. local time Thursday, JUNE 25, 2020. Attn: Julia Fisher, Contract Sealed Bid, enclosed Port of South Louisiana, Gunshouse, Critical Repairs, Project No. 2020-008.

Contractor's License Number and Contractor's name should be printed outside of the sealed bid. Promptly thereafter, the bids will be publicly opened and read aloud at the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004.

Electronic bids are accepted on the Central Auction House Bidding Website: www.centralauctionhouse.com

effect and shall be binding upon the principal until specifically rescinded and canceled from the records of the office.

See the Contract Documents for Certificate of Insurance.

BID PROTEST PROCEDURE

By submitting a bid, bidders agree that any and all disputes arising from or connected with the bidding on or award of the contract for this project shall be resolved by way of the following which bidders acknowledge as the "available" administrative remedy:

1. Any and all bidders information shall be available upon request as a public record, either no sooner than nine (9) working days following the bid opening or after the recommendation of award by the public entity or the design professional, whichever occurs first, and the requester shall pay reasonable reproduction costs.

2. Any protest of the responsiveness of a bid or responsibility of a bidder shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within fourteen (14) working days following the bid opening. Any protest of the award of the contract shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within three (3) working days following the award.

Public Notices

PUBLIC NOTICE REQUEST FOR PROPOSALS AS NEEDEDION CALL MANAGEMENT AND ADMINISTRATION SERVICES

Port of South Louisiana, invites interested parties to submit proposals to provide "AS NEEDEDION CALL" FEMA Grant Management and Administration Services; these services will be on an "as neededion call" basis in order to effectively administer and manage various FEMA grant programs and grant awards that may be forthcoming as a result of future disaster events, hurricanes, signs of flooding, as well as other possible future declared disasters. The Port is soliciting proposals from qualified and experienced firms to provide FEMA grant management and administration services.

The procedures for the selection of this firm will be in accordance with the procurement requirements of the FEMA and the Governor's Office of Homeland Security and Emergency Preparedness Program, and the procedures set forth in the Request for Proposals packet. All responses received will be evaluated in accordance with the selection criteria identified in the Request for Proposals packet. That packet, also, identifies the anticipated scope of service to be performed by the selected firm.

Sealed Bids must be received by the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004, either by mail, hand delivery or electronic bid, NO LATER THAN 10:00 A.M. local time Thursday, JUNE 25, 2020. Attn: Julia Fisher, Contract Sealed Bid, enclosed Port of South Louisiana, Gunshouse, Critical Repairs, Project No. 2020-008.

Contractor's License Number and Contractor's name should be printed outside of the sealed bid. Promptly thereafter, the bids will be publicly opened and read aloud at the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004.

Electronic bids are accepted on the Central Auction House Bidding Website: www.centralauctionhouse.com

effect and shall be binding upon the principal until specifically rescinded and canceled from the records of the office.

See the Contract Documents for Certificate of Insurance.

BID PROTEST PROCEDURE

By submitting a bid, bidders agree that any and all disputes arising from or connected with the bidding on or award of the contract for this project shall be resolved by way of the following which bidders acknowledge as the "available" administrative remedy:

1. Any and all bidders information shall be available upon request as a public record, either no sooner than nine (9) working days following the bid opening or after the recommendation of award by the public entity or the design professional, whichever occurs first, and the requester shall pay reasonable reproduction costs.

2. Any protest of the responsiveness of a bid or responsibility of a bidder shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within fourteen (14) working days following the bid opening. Any protest of the award of the contract shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within three (3) working days following the award.

Public Notices

PUBLIC NOTICE REQUEST FOR PROPOSALS AS NEEDEDION CALL MANAGEMENT AND ADMINISTRATION SERVICES

Port of South Louisiana, invites interested parties to submit proposals to provide "AS NEEDEDION CALL" FEMA Grant Management and Administration Services; these services will be on an "as neededion call" basis in order to effectively administer and manage various FEMA grant programs and grant awards that may be forthcoming as a result of future disaster events, hurricanes, signs of flooding, as well as other possible future declared disasters. The Port is soliciting proposals from qualified and experienced firms to provide FEMA grant management and administration services.

The procedures for the selection of this firm will be in accordance with the procurement requirements of the FEMA and the Governor's Office of Homeland Security and Emergency Preparedness Program, and the procedures set forth in the Request for Proposals packet. All responses received will be evaluated in accordance with the selection criteria identified in the Request for Proposals packet. That packet, also, identifies the anticipated scope of service to be performed by the selected firm.

Sealed Bids must be received by the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004, either by mail, hand delivery or electronic bid, NO LATER THAN 10:00 A.M. local time Thursday, JUNE 25, 2020. Attn: Julia Fisher, Contract Sealed Bid, enclosed Port of South Louisiana, Gunshouse, Critical Repairs, Project No. 2020-008.

Contractor's License Number and Contractor's name should be printed outside of the sealed bid. Promptly thereafter, the bids will be publicly opened and read aloud at the Port of South Louisiana, 1720 Louisiana Highway 44, Reserve, Louisiana 70004.

Electronic bids are accepted on the Central Auction House Bidding Website: www.centralauctionhouse.com

effect and shall be binding upon the principal until specifically rescinded and canceled from the records of the office.

See the Contract Documents for Certificate of Insurance.

BID PROTEST PROCEDURE

By submitting a bid, bidders agree that any and all disputes arising from or connected with the bidding on or award of the contract for this project shall be resolved by way of the following which bidders acknowledge as the "available" administrative remedy:

1. Any and all bidders information shall be available upon request as a public record, either no sooner than nine (9) working days following the bid opening or after the recommendation of award by the public entity or the design professional, whichever occurs first, and the requester shall pay reasonable reproduction costs.

2. Any protest of the responsiveness of a bid or responsibility of a bidder shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within fourteen (14) working days following the bid opening. Any protest of the award of the contract shall be submitted in writing and received by the Port of South Louisiana and the design professional of record within three (3) working days following the award.