

Liquefied Petroleum Gas Commission (LPGC)
Wednesday, January 24, 2024
10:00 A.M.
Department of Public Safety
7919 Independence Blvd. – Conference room C Baton Rouge, LA 70806

Members Present:

Chairman Ira Cleveland
Commissioner Dominique Monlezun
Commissioner Ricky L. Cleveland
Commissioner Todd Thompson
LTC Joseph Hasselbeck

Also present:

Executive Director Don Robin
Attorney Steven Stockstill
Various Industry representatives

Action Taken:

- I. Called to Order at 10:00 A.M.**
- II. Roll Call**
- III. Public Comments**
 - **Chairman Cleveland informed Randy Hayden with the Louisiana Propane Gas Association that he may accompany Artie Cole to approach the Commission.**
- IV. Approval of the minutes from November 29, 2023** – On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, minutes approved.
- V. New Business**
 - 1. LPGC reports**
 - a. Statistical report for December 2023
 - b. Detailed appropriation report recap for December 2023
 - c. Accounting total reports for December 2022/December 2023
 - d. Fire and accidents reports for December 2023
 - e. Compliance audits for December 2023
 - 2. Possible citations for next meeting**
 - a. Regular citations – None
 - b. Insurance citations – None
 - c. Permit renewals – None
 - 3. Applications heard:**

The following applicants applied for a Class 2 permits:

- **Ward Electric, LLC – 3529 Marco Rd. Lena, LA 71447** – On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, the application was postponed. All agreed.
- **Professional Plumbing Services of Nela – 99 Plum St. West Monroe, LA 71292** – On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, the application was postponed. All agreed.
- **RV Systems Solutions, LLC – 2519 North Waverly Drive Bossier City, LA 71111** – On motion by Commissioner Monlezun, seconded by Commissioner Thompson, the application was postponed. All agreed.

- **Jay Dove Group, Inc. – 27245 St. Louis St. Lacombe, LA 70445** – *Tommie Zenon approached the Commission. On motion by Commissioner R. Cleveland, seconded by Commissioner Thompson, the permit was granted. All agreed.*
- **Atlas Home Service – 3140 Baldwin Ave. Alexandria, LA 71301** – *Daniel Lasyone approached the Commission. On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, the permit was granted. All agreed.*
- **Glen’s Electric & Security – 951 Mott. Street Franklinton, LA 70438** – *Glennis Brooks approached the Commission. On motion by Commissioner Monlezun seconded by Commissioner R. Cleveland, the permit was granted. All agreed.*

The following applicants applied for a Class 6 permits:

- **Shelby’s An Omega Company LLC – 317 Front Ave. Estherwood, LA 70534** – *Bart Savant approached the Commission – On motion by Commissioner Monlezun, seconded by Commissioner R. Cleveland, the permit was granted.*
- **Morrison Family Farms – 132 Blanchard Road Natchitoches, LA 71457** – *Steven Morrison approached the Commission. On motion by Commissioner Thompson, seconded by LTC Hasselbeck, the permit was granted.*
- **West Side Building Materials LLC – 920 Court St. Port Allen, LA 70767** – *On motion by Commissioner Thompson, seconded by Commissioner Monlezun, the permit was granted.*

The following applicants applied for a Class 6X permits:

- **Leleux’s Grocery – 5106 Hwy. 14 New Iberia, LA 70560**
- **West Side Building Materials LLC – 920 Court St. Port Allen, LA 70767***
- **Chicken Palace – 1878 LeGeise Street Mansura, LA 71350**

On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland the permits were granted. All agreed.

***permit was listed as a Class 6X permit but the application was for a Class 6 permit. See Class 6 permits.**

4. Violations – No violations for the month of January.

5. Market Development business

- a. Chase bank reconciliation as of January 10, 2024: **\$506,516.30** - approximately \$27,000 is encumbered.

6. Office of Legal Affairs representative – Reintroduction of Attorney Stockstill – no comments

7. Executive Session

- a. *Personnel changes – Chad Ledet, Terry Mclain, and Derrell Williams – on motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, an executive session was entered. All agreed. Executive Director explained the personnel changes. On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland, Terry Mclain is set to retire but will be rehired on a part-time needed basis, Chad Ledet will resume Terry’s territories, Derrell Williams will be hired full-time. All agreed.*

8. Open discussion by Chairman and/or Interim Executive Director – no comments

9. Tentative meeting date – February 21, 2024 – Baton Rouge, LA

1. **Commission/Industry/Advisory Board communication** – On behalf of the Liquefied Petroleum Advisory Board, Artie Cole and Randy Hayden approached the Commission with an updated handout with market development proposals.
2. *Miss Louisiana sponsorship - \$20,000*
3. *Miss Louisiana travel budget - \$5,000*
4. *LPGA Event Coordinator contract - \$49,000*
5. *Production of radio/tv/print ads - \$10,000*
6. *Materials and promotional items - \$10,000*

7. *La School Board Association annual meeting - \$1,500 (annual meeting on 3/10-12/24 in Baton Rouge)*
8. *La Homebuilders statewide campaign - \$10,000*
9. *Local Homebuilder shows:*
 - *Houma – April 20-21 - Cancelled*
 - *Alexandria/Pineville – March 9-10 - \$1,000*
 - *Lake Charles – no date set - \$1,500*
 - *Northwest/Shreveport – Jan. 19-21 – already over*
 - *Northwest-Monroe – March 2-3 \$700*
10. *LAMAR digital billboard campaign – 4-6 weeks in the following markets:*
 - *Shreveport 16 possible locations - \$10,000*
 - *Northwest La 6 possible locations - \$20,000*
 - *Lake Charles 5 possible locations - \$10,000*
 - *Alexandria 10 possible locations - \$10,000*
 - *Hammond/Northshore 9 possible locations – \$10,000*
 - *Lafayette 31 possible locations - \$10,000*
 - *Monroe 4 possible locations \$30,000*

Total: \$100,000
11. *Southland Conference : \$30,000*
12. *La Radio Network*
13. *Ag Network Sponsorship \$10,500*
14. *Two-month radio campaign \$15,000*
15. *Three month billboard campaign \$25,000*
16. *Tiger Rag Online and Print \$5,000*
17. *Zurich Classic 30,000*
18. *La Sports Hall of Fame - \$20,000*
19. *Bayou Wild Tv/Radio program - \$20,000*
20. *Northshore Media - \$10,556*
21. *Digital and social media - \$25,000*
22. *Website maintenance - \$2,400*
23. *Storage facility rental for training and promotional materials - \$1,800*

Total - \$403,956

According to Artie Cole, there is a sense of urgency on moving forward with the proposals due to time constraints. Commissioner Thompson noted the \$10,000 difference for the Zurich Classic. It was because of the materials, staffing, and number of days. Chairman Cleveland reminded the Commission that proposals have been submitted previously not contracts. Attorney Stockstill explained the process for contracts. Stockstill recommended getting the Attorney General's opinion for sufficiency of contracts/proposals. Stockstill acknowledges Hayden's frustration with the process. Commissioner Thompson emphasized the importance of approving contracts correctly. Commissioner Monlezun asked for a standardized template for a vendor to follow with contracts. Stockstill provided an explanation for submitted proposals/contracts. He also informed the Commission that it could take 6 weeks to months to obtain the Attorney General's opinion. Stockstill informed the Commission that a letter of intent (LOI) could be drafted with the Commission's approval. A LOI is not binding. The discussion on contracts and templates continued. Stockstill reminded the Commission that the law must be upheld. He explained the process of the LOI. He also explained the timeline for the Office of Contract Review. Stockstill also reminded the Commission that legislation could be submitted to untie the advisory

committee from the Commission. Hayden informed the Commission that he has to return to the vendors listed on the proposal to explain why they cannot move forward. LTC Hasselbeck stated the handout is not a proposal. The handout was simply a list of recommendations. Hasselbeck asked for clarity on the Zurich Classic. According to Hayden, there is a 20x30 booth on the 18th fairway for five (5) days with signage for sponsors throughout the facility. The Louisiana Propane dealers sponsor the signage and billboards. Due to spending concerns, the amount of the recommendation decreased from \$40,000 to \$30,000. Hayden also informed the Commission about a giveaway that includes propane logoed golf balls. He also stated that Senator Alario asked for sponsorship. According to Cole, the Zurich Classic is an event to promote propane as well as utilizing propane in the booths. According to Cole, New Orleans does not have a large demographic for promoting propane. The Zurich Classic allows promotion within a larger audience. The conversation continued regarding the different proposals listed on the handout. Hasselbeck asked for an explanation on the LA Sports Hall of Fame recommendation. According to Hayden, the LA Sports Hall of Fame Foundation allows for advertising with different universities for tailgating and sporting events. He briefly talked about a passed event with John Folse cooking crawfish utilizing propane. Chairman Cleveland expressed his concern with Miss Louisiana giving inaccurate information in a commercial. Stockstill informed the Commission that one letter of intent can be used for all vendors listed on the handout. It is not binding and subject to Louisiana laws. He also suggested that committee makes recommendations, presents a budget to the Commission, Commission approves, and develop a law to authorize a submitted budget. He can draft the LOI today. On motion by Commissioner Monlezun, seconded by Commissioner Thompson the letter of intent was approved. All agreed. On motion by Commissioner Thompson, seconded by Commissioner Monlezun, the Commission authorized Executive Robin to sign the LOI. All agreed. The conversation continued about the costs for billboards. Hayden said the differences in the pricing was to balance the funding. Hayden also explained the cost of the School Board Association and the issues with transportation. Hasselbeck talked about the expectations of the advisory committee. In the future, he would like to be presented with recommendations ahead of time to allow the Commission time to process and review the information in order to make informed decisions. Hayden's concern is that the Commission will move away from adverti

Chairman Cleveland thanked Artie Cole for his presentation. As a reminder, Chairman Cleveland said the Commission has to approve the proposals recommended by the Advisory Board. Attorney Holland asked for clarification because the handout read proposals. Artie Cole stated the items listed are proposals with contracts for review. According to Randy Hayden they have some contracts on hand and currently nobody has entered into any contracts. Attorney Holland provided information regarding the template that state contracts utilize. There was an ongoing discussion about the information provided. Hayden stated that they are asking the Commission to approve the budgeted amount so that they are able to return to the companies to request for a contract. According to Hayden, they have missed none months of promotions. Attorney Holland reminded Hayden that that advisory board is responsible for making recommendations for the Commission to approve. LTC Hasselbeck asked for more time to review the recommendations before voting to approve any proposals. On motion by Commissioner R. Cleveland, seconded by Commissioner Thompson, approval of the recommendations was postponed until the next meeting, all agreed. Randy Hayden asked for clarification on what exactly does the Commission need in order to approve the recommendations. Attorney Holland explained that the Commission needed more time to research the recommendations in order to make an informed decision. Chairman Cleveland believes an executive session may be necessary or the recommendations can be added to the agenda for the next meeting. The conversation continued regarding the way the recommendations have been presented to the Commission. Chairman Cleveland requested to see the contracts for the next meeting. Commissioner Monlezun asked if an additional meeting could be held prior to the meeting in January in order to eliminate any delays. According to Attorney

Holland, an additional meeting can be held prior to the next meeting. Chairman Cleveland proposed a meeting the first week in January. LTC Hasselbeck would like more time to review each proposal before making a decision. Attorney Holland asked if Hayden could leave the contracts with Chairman Cleveland for his review. Hayden said, yes. LTC Hasselbeck believes it is unreasonable to make any decisions without any research. There was a discussion about a meeting to discuss the recommendations. Chairman Cleveland will call the next meeting at a later time. A discussion was had regarding two-day meetings. Attorney Holland informed the Commission to set an agenda before deciding to conduct two-day meetings. Hayden stated that he would ask the vendors to provide a contract or a one-page explanation. According to him, production for radio and TV will not provide a contract until there is an approval. The discussion continued regarding the recommendations and contracts. Chairman Cleveland reminded Hayden that we have several changes with new Administration. Hayden thanked the Commission for collecting the ballots and sending the names to the Governor's office.

- 10. Adjournment** - On motion by Commissioner Thompson, seconded by Commissioner R. Cleveland the meeting was adjourned.