

LAFAYETTE PUBLIC TRUST
FINANCING AUTHORITY

RESUME LIST:

*Breux, Andre;

Cottonham, Markeda Ann;

Fox, Erica Melancon.

**incumbent*

This page intentionally left blank

ANDRÉ BREAU

E. Spring St. | Lafayette, LA 70501 |

August 8, 2023

Submitted via email to: BCLafrayette@LafayetteLA.gov

RE: Lafayette Public Trust Financing Authority (LPTFA) Reappointment

Dear Ms. Arceneaux:

I understand I am currently eligible for reappointment as a Board Commissioner for the Lafayette Public Trust Financing Authority (LPTFA) beginning November 1, 2023.

I was initially appointed in June 2022 to fill the remainder of an unexpired term. I am excited about the progress the LPTFA has made since my appointment, such as establishing a new Community Development Financial Institution (UpLFT) and launching a Small Business Challenge, both of which aim to support small business growth and expand economic opportunity for the citizens of Lafayette.

I would be honored to be reappointed to serve the next term. Please place my name in consideration for this position. My resume is included along with this letter.

I am a registered voter and a resident of the City of Lafayette. If you need any further information, please contact me via cell: (337) 706-6109 or email: andre@oneacadiana.org.

Yours sincerely,



André Breau

ANDRÉ BREAU

5. Spring St. | Lafayette, LA 70501 |

EXPERIENCE

One Acadiana (Lafayette, LA)

2015 - present

- Promoted to VP of Policy Initiatives & Governmental Affairs, part of the organization's leadership team
- Support implementation of One Acadiana's policy goals and strategic initiatives, including those related to strengthening the region's talent pipeline, business environment, and quality of place:
 - Catalyzed a new "Vibrant Acadiana" initiative that aims to foster civic engagement on improving quality of life
 - Launched "55 by 25," an educational attainment initiative with a goal of elevating the proportion of working-age adults in Acadiana with a degree or workforce-relevant credential to 55% by 2025
 - Developed reports on the need to revitalize the region's urban core to win jobs and talent
 - Co-facilitated "Invest Acadiana," a regional partnership to promote investment in Acadiana's 25 Opportunity Zone census tracts
- Coordinate One Acadiana's policy committees and the development of the organization's policy agenda
- Actively monitor and analyze legislation affecting the region's business community and economic competitiveness
- Build and maintain relationships with elected officials and other public sector partners

Office of Mayor Kevin Johnson (Sacramento, CA)

2013 - 2015

- Served as policy adviser and intergovernmental coordinator, liaising with federal agencies and other mayors' offices
- Coordinated alignment among the Mayor's Office, Housing Authority, and Community Development Department on a strategy for adding 10,000 housing units in downtown Sacramento over the next 10 years
- Coordinated alignment among the Mayor's Office, Police Department, Office of Public Safety Accountability, police union, and community organizations on a strategy for improving public trust in law enforcement
- Supported the Mayor's leadership team during his term as President of the U.S. Conference of Mayors

Jesuit Novitiate of St. Stanislaus Kostka (Grand Coteau, LA)

2010 - 2011

- Completed 16 months of spiritual formation while discerning a vocation to religious life
- Engaged in nearly 1,000 service hours in communities across the Jesuits USA Central and Southern Province

New Orleans Charter Science & Mathematics High School (New Orleans, LA)

2008 - 2009

- Instructed five classes of approximately 20 students in geometry and GEE preparation
- Led students to significant gains on state testing, demonstrated by a 91% passing rate, up from 79% the prior year

EDUCATION

University of Arkansas Clinton School of Public Service (Little Rock, AR)

2012 - 2014

- Master of Public Service (MPS), conferred May 2014
- Action-oriented, the MPS program consists of coursework & fieldwork designed to prepare leaders in public service

Loyola University New Orleans (New Orleans, LA)

2004 - 2008

- Bachelor of Arts in Mass Communication/Public Relations, minor in English
- Summa cum laude (3.98 GPA), University Honors Certificate
- Ignatian Award for Outstanding Graduating Senior, Loyola's highest undergraduate honor, given annually to one male and one female for academic achievement, extracurricular involvement and commitment to faith and justice

COMMUNITY INVOLVEMENT & RECOGNITIONS

- Trustee, Lafayette Public Trust Financing Authority (LPTFA)
- Treasurer, South Louisiana Community College (SLCC) Foundation Board
- Graduate, Leadership Lafayette
- Honoree, "20 Under 40" Acadiana Leadership Awards

Markeda Ann Cottonham

Objective:

Highly accomplished and results-driven professional with extensive expertise in public affairs and a strong track record of success in developing and executing strategic communications initiatives. Seeking a challenging position as a Public Affairs Specialist, where I can apply my specialized experience, leadership skills, and comprehensive knowledge to drive organizational growth and enhance public perception.

Summary of Qualifications:

- 13 years of progressive experience in public affairs, with expertise in strategic communication, media relations, and crisis management.
- Demonstrated ability to develop and execute comprehensive communication strategies that align with organizational objectives and effectively engage target audiences.
- Proven track record in leading successful media relations campaigns, including cultivating relationships with key media outlets and securing positive coverage.
- Strong understanding of government operations and policies, with the ability to navigate complex regulatory environments.
- Excellent written and verbal communication skills, with the ability to distill complex information into clear and concise messages for various audiences.
- Skilled in crisis communication, adept at managing reputational risks and mitigating potential damage.
- Proficient in leveraging digital platforms and social media to enhance communication efforts and reach wider audiences.
- Strong leadership abilities, with a demonstrated aptitude for managing teams, collaborating with stakeholders, and achieving organizational goals.

Professional Experience:

Friends Of Sweet Olive Cemetery

Baton Rouge, Louisiana

Director/Stakeholder Engagement Officer

2020-Present UNPAID

- Led the development and implementation of a comprehensive strategic communications plan that significantly improved public perception of the organization.
- Successfully managed a high-profile crisis situation, effectively coordinating messaging across multiple platforms and minimizing reputational damage.
- Established and maintained positive relationships with key media outlets, resulting in increased positive media coverage and improved organizational visibility.
- Developed and executed targeted stakeholder engagement initiatives, facilitating collaboration and consensus among diverse stakeholders and achieving favorable outcomes.
- Directed a team of [number] professionals, providing leadership, guidance, and mentoring to foster a high-performance culture and achieve organizational goals.
- Developed and executed successful legislative affairs strategies, resulting in the passage of key legislation aligned with organizational priorities.
- Develop and implement strategic communication plans to promote agency initiatives and programs, resulting in increased public awareness and engagement.
- Manage media relations, including drafting press releases, coordinating interviews, and monitoring media coverage.
- Build and maintain relationships with key stakeholders, organizing stakeholder meetings, and addressing stakeholder concerns to foster collaboration and support agency goals.
- Conduct policy research and analysis, evaluating existing policies and regulations to identify gaps and recommend improvements.
- Assist in drafting legislative proposals, position papers, and briefing materials to support the agency's legislative priorities.
- Support crisis communication efforts, assisting in the development of crisis response strategies and coordinating communication activities during emergency situations.

MMEGAA Events LLC

Baton Rouge, Louisiana

Event Coordinator / PR Specialist

2018-Present \$25/HR

- Played a key role in crafting and implementing strategic communications initiatives to support organizational objectives and enhance public perception.
- Effectively managed media relations, securing positive media coverage and responding to media inquiries in a timely and accurate manner.

- Developed and executed stakeholder engagement programs, fostering productive relationships with government officials, industry representatives, and community leaders.
- Provided guidance and support to cross-functional teams, ensuring consistent messaging and alignment with organizational goals.
- Conducted comprehensive analysis of proposed legislation, developed strategic recommendations, and advocated for desired policy positions.

MAC Music Management

San Francisco, CA

Public Affairs Specialist

2010-2021 \$5000/Month

- Assisted in the development and execution of communication strategies to promote client initiatives and enhance brand visibility.
- Coordinated stakeholder engagement activities, including organizing public meetings, community forums, and industry conferences.
- Conducted research and analysis on marketing and social media trends, providing recommendations and supporting the development of client's brand.
- Monitored music trend activities, tracking billboards/charts, and regulations relevant to client objectives.
- Assisted in crisis communication efforts, preparing communication materials, and supporting media relations activities during emergencies.

Education:

Communication | Santa Clara University | Santa Clara, CA, USA | 2009-2012

Public Relations | Tulane University SoPA | New Orleans, LA, USA | 2023-Present

Professional Affiliations:

- Commissioner- East Baton Rouge Parish Historic Preservation Commission 2020-2022

This page intentionally left blank

ERICA MELANCON FOX

E Vermilion St. Lafayette LA ■ ■

SUMMARY

Deliver world class results. Proven track record of successful project management through methodical, thorough and diligent work.

ACCOMPLISHMENTS

- Recognized as 2022 "Woman Who Means Business" award recipient
- 2022 National Recording Academy Grammy Consideration for Best R&B song
- 2021 Acadiana Center for the Arts ArtSpark recipient and 2021 Fellow
- 2019 Gambit Big Easy Award Recipient for Work at Nat'l WW2 Museum
- Professional recording artist with 40+ commercially produced works

EXPERIENCE

11/2021 - Present

True Friends Society of Lafayette

Director

501(c)3 benevolence group

- Executive director of Maison Creole de Freetown African American museum
- Manage the daily operations of cultural center and educational programming

07/2021 - Present

Attakapas Collective

Curator/Owner

Creative co-op and local craft makerspace

- Provide retail space for 30+ local artisan vendors
- Manage gift shop and consignment goods

02/2007 - Present

I.S.F. Properties, LLC / CSC Management

Property Manager

Owner of multi-family residential properties

- Oversee new lease negotiations, preparation and review of financial information on prospective tenants.
- Negotiate lease renewals, monitor insurance coverage, process damage claims.
- Maintain operations budget, apartment upkeep and handle rent collection.
- Conduct evictions and perform make-readies for new tenants.
- Perform site inspections, budget reporting, tax preparation and pay monthly vendors.

Multi-site Community Director/Leasing

- Conducted all business with company policies and procedures, Fair Housing, Americans with Disabilities Act, Fair Credit Reporting Act and all other laws pertaining to apartments.
- Ensure that lease files were complete and leases were executed properly.
- Responsible for the daily operations of three apartment complexes.
- Maintained records on all aspects of management activity on a daily, weekly and/or monthly basis.

- Ensured all required permits by city, county and state are current at all times, e.g. multifamily license, pool/spa, boiler, etc.
- Delegated inspection with residents at move-in/move-out
- Execute all notices to vacate and initiate eviction procedures
- Updated 'make ready' board and coordinate maintenance/make ready staff to ensure recondition of apartments after move-out.
- Approved rental applications, signed all new leases and addenda
- Experienced in Entrata management system
- Approved rental applications, signed all lease paperwork and addenda

12/2019 - 12/2020

KBON Radio Station, Eunice LA

Host/Show Producer "Tunesday Takeover", Tues. 6-10pm

- Launched a highly visible radio program promoting Louisiana songwriters and musicians.
- Produce and host an engaging weekly broadcast, increasing media ratings and market growth
- Manage multi- media channels including Youtube, FB and app.
- Promote Louisiana music and cultural economy of Louisiana creatives
- Secure advertising from local businesses
- Create marketing campaigns that encourage Louisiana tourism and highlight the KBON museum.

2/2018- 11/2019

Innovative Business Consultancy

Business Development/Director, Lafayette, LA

- Obtained employment contracts for services including fundraising, grant writing, web design, social media, non-profit advocacy and marketing strategies.
- Built and maintained a steady book of business of employers to service with workforce solutions services.
- Met qualitative and quantitative performance expectations and prepare regular reports of results.
- Marketed recruitment services to employers to provide quality candidates to fill current vacancies within the assigned region.

9/2011-2018 Chevron Companies (Louisiana & Texas)

Public Relations Business Specialist

5/2016 – 1/2018

Chevron - Houston, TX

- Prepared or edited organizational publications for internal and external audiences, including employee newsletters and stockholders' reports.
- Responded to requests for information from the media and designated appropriated spokespersons
- Provided a best-in-class service experience responding to media requests and anticipating unstated needs
- Managed department's CRM database (Client Relationship Management System)
- Organized company events including Townhall Meetings, Annual Shareholder Meetings, Company Wide Community Outreach Events, Holiday Party
- Employed strong interpersonal skills between departments and outside of company

On-boarding Trainer/LMS Administrator

2/2015- 5/2016

Chevron - Houston, TX

- Coordinated onboarding procedure including training, boot camps, new hire orientation, PCAs and certifications ensuring practices are aligned with company requirements and SOX controls.

- Supported D&C Department in areas of calendar updates, meeting coordination, travel arrangements, room bookings, H2S tracking and handling team requests.
- Certified LMS Records & Registration administrator and Certified Smith Driver Evaluator.
- Responded to off-boarding duties and updated the appropriate systems ensuring SOX control requirements are met.
- Upheld company's data privacy as GLAM Information Delegate
- Managed MCBU Summer internships and coordinated logistics and end of session functions.
- Utilized SAP, Ariba and LMS/CMS modules to assist the Drilling & Completions team.

Financial Analyst / Contracts Analyst

9/2011 – 2/2015

Chevron Oronite - BelleChasse, LA

- Created financial reports and developed business models for management review including demurrage reports, capital projects worksheets and freight recording in SAP.
- Handled various Finance functions including DOA, invoicing, purchase orders, expense reports, credit memos, processed payments, managed contract spend, handled compliance audits and month end close.
- Liaison between Chevron Shipping and Oronite's Downstream Supply Chain working closely with FSS and foreign vendors to resolve shipping charges, demurrage time, taxation issues, and broker concerns.

EDUCATION:

Occidental College, Los Angeles, CA, 1997 ■ B.A., Economics ■ Minor- Environmental Studies

LICENSES & CERTIFICATIONS:

Certified Real Estate Developer, 2022 Southern University

Series 6 /Licensed Financial Services Advisor/Life, Health & Accident Producer

Certified Smith Driver Evaluator

PROFESSIONAL AFFILIATIONS

Commissioner - Evangeline Thruway Redevelopment 2020-present

Commissioner - Bayou Vermilion District 2010

Board member - Acadiana Center for the Art, Lafayette

Board member - Basin Arts, Lafayette

Association for Financial Professionals - member

This page intentionally left blank