

Agenda
Multimodal Commerce Advisory Commission Meeting
August 15, 2017
1:30 P.M.
Iberville Building, 627 N 4th Street, 9th Floor
Baton Rouge, Louisiana

- I. Intro
- II. Purpose of meeting
 - a. Status update:-OMC 1-year anniversary – 7/1/2017
 - i. ACTS 719/31 of 2014/2015 sessions
 - ii. RS 36:508:3 – Office of Multimodal Commerce
 - iii. RS 36:508:4 – Multimodal Commerce Advisory Commission
 - iv. Advisory capacity post 7/1/16
- III. Org [Phil Jones (brief section head intro/summary/; bgt)]
- IV. Section Head briefings
 - a. Organization
 - b. High-level briefing of success stories and/or issues
 - i. Aviation Brad Brandt
 - ii. Rail Dean Goodell
 - iii. Ports & Waterways Randall Whithers
 - iv. Commercial Trucking Phil Jones
- V. Success stories –
 - a. PGBR (LED/DAF/DOTD)
- VI. OMC objectives (5-year)
 - a. Stakeholder outreach
 - i. Objective: Promote/advance multimodal commerce awareness
 - 1. Powerful and consistent message – “Linking La. Business/Industry to global customers”
 - 2. Differentiation from DOTD – more than just roads and bridges – “Pathways to the World”
 - 3. Multimodal benefits business and industry – “backbone of La. commerce and industry”
- VII. Providing value - Issues Management Strategy
 - a. Disciplined, coordinated and collaborative intra/inter-agency, multi-stakeholder process
 - b. Issues Register
 - c. Issues briefing document, one-pager
- VIII. What keeps us up at night?
- IX. Future meeting/frequency?