

PORCH & PARISH

A SOUTHERN LIFESTYLE JOURNAL



HIGHLIGHTING
LOCAL BUSINESSES

CONNECTING WITH
THE COMMUNITY

UNCOVERING
SPECIAL PLACES



welcome

Thank you for picking up the inaugural issue of *Porch & Parish*, A Southern Lifestyle Journal highlighting all the reasons we are grateful to call Zachary and the surrounding areas home.

Whether you are new in Zachary or your family has been here for generations, there's no doubt this town is growing by the day. It's our goal to keep you informed of what businesses and developments are coming to Zachary, where the hot real estate deals can be found, and to introduce you to small business owners and volunteers who work daily to enrich our community.

Our cover photo was taken at the newly-opened Virginia Street Snowballs, a little gem doing its part to revive downtown Zachary. We sat down with Mayor David Amrhein to discuss downtown revitalization plans, and there is so much to look forward to!

It's our hope you are inspired to embrace all that this small town life in South Louisiana has to offer.

Jen Gennaro



"We love the community and wanted to add something that families could enjoy," said David Gaines Jr., who owns the new Virginia Street Snowballs with his wife Brittany in Zachary's historic district.



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STAYCATION

Tunica Hills Campground

This campground in the beautiful Tunica Hills area NW of St. Francisville, LA was developed to give hikers, bikers and nature-lovers an opportunity to camp in a pristine, century-old hardwood forest in the heart of the Tunica Hills. Unlike other campgrounds, the owners have taken great pains to leave this beautiful site as natural as possible for the enjoyment of their guests. They also labeled trees and plants to educate guests about the unique flora and fauna of the Tunica Hills. The campground is adjacent to one of two Tunica Hills Wildlife Management Areas and is near the Clark Creek Natural Area (Tunica Hills Waterfalls) that draw many city dwellers to this area for recreation.

The campground consists of tentpads tucked into the forest; most with electricity, all with picnic table, firepit and cooking grate. There's also a covered dining pavillion equipped with BBQ grill, counters, water, electricity and picnic tables for group cooking or just taking shelter from a rainshower. Bathroom facilities are Porta-Pottys and a shower with hot water! The newest phase of construction consists of small A-frame cabins offering a comfortable bed, air conditioning and heater, a small microwave and coffeemaker. There is also a fully-equipped 2 bedroom cabin available for rent, as well as a larger, fully equipped A-Frame cabin.

CONTACT:

Call Brenda at **225.921.0956** for info or reservations

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WWW.TUNICAHILLSCAMPGROUND.COM



CAMPGROUND DIRECTIONS: 15 miles NW of the town of St. Francisville and 8 miles from the Clark Creek Natural Area (Tunica Hills Waterfalls). To get here, turn left off US Highway 61 onto LA 66 (The Angola Rd or "Tunica Trace") and continue 12 miles to Parker Rd. Turn left onto Parker Rd. and the campground is located 1/2 mile on the right.

WATERFALL DIRECTIONS: For those of you visiting the Waterfalls, you'll turn right at Parker Rd. (LA 969 or the "Pincneyville Rd.") and travel 8 miles till you see the Pond Store on your left and a sign directing you to the Clark Creek Waterfalls. Turn left onto the "Ft. Adams/Pond Rd.", pass the Pond Store on your right, and the parking lot for the Clark Creek Hiking Trails is on the left.

BE AWARE THAT GPS IS INACCURATE IN THIS AREA. SAVE YOURSELF A LOT OF TROUBLE AND RELY ON THESE DIRECTIONS INSTEAD



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How can I prepare for hurricane season? →

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Get a comprehensive storm checklist & report/track outages at DEMCO.org



CRAWFISH BOIL ROLLS

This Cajun twist on a New England classic, the lobster roll, is an easy and fast way to use leftovers from a southern crawfish boil. Serve in a roll or if entertaining with small bites, serve on a cracker as a dip!

INGREDIENTS

- 1 lb boiled crawfish tails, peeled and drained
- 2 boiled cobs of corn, kernels cut from center, discard center
- 1 cup mayonnaise
- 1 head of boiled garlic, pressed from its skin, discard skin
- 1 stalk celery, minced or thinly sliced against grain
- 1 tbsp minced fresh or dried parsley
- 2-3 stalks scallions, chopped
- 1/2 of 1 medium size roasted red bell pepper, de-seeded and diced
- 1 4 oz can mild green diced chili peppers, drained
- 1 tbsp fresh lemon juice
- 1 tbsp prepared horseradish
- 1 tbsp creole mustard
- 1 or 2 dashes hot sauce - to taste
- 1/4 tsp paprika
- 1/4 tsp lemon zest
- Salt, cracked black pepper, Cajun seasoning – to taste
- Garnishments of choice – lemon wedge, pepperoncini pepper, bibb lettuce, arugula, scallions or chives

MAKES: approximately 6 rolls



GILDED ARTICHOKE
CATERING CO

Author: Chef Lisa Boudreaux
Owner, The Gilded Artichoke Catering Co.
225.306.4297

INSTRUCTIONS

In a large mixing bowl, add ingredients and fold mixture until completely incorporated. Cover bowl with an air tight seal and chill in refrigerator for 1 hour or over-night if time allows. When ready to serve, spoon chilled crawfish mixture into each roll. Garnish each roll with your favorite toppings and enjoy!

Rolls

- 6 petite French or Baguette rolls
- 6 tbsp unsalted butter

Turn oven on to broil. Slice rolls lengthwise across top of roll. Open rolls, face up and spread 1 tablespoon of butter over top. Broil face up until desired toasted texture is achieved. Remove rolls and set aside to cool.



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FUN, IN OR OUT OF THE SUN!

When you step into **Whimsical Alley**, located at 4512 Virginia Street in Zachary, Louisiana, you will find an incredible staff always dressed with a smile and walls full of candy, toys and childhood dreams. Whimsical Alley is not just for children. We also have the perfect gifts for friends, family, colleagues and more. With summertime quickly approaching, we have added the much-anticipated events, classes and merchandise you need to make all your summer days truly "whimsical." Prepare for lake days, beach days and fun in the sun with our trendy sun jelly bags designed to meet your style needs. You can fill these bags with our mouth-watering selection of candies, stylish sunglasses, glitter sunscreen and even a swig cup to keep your favorite beverage cool on a hot day. Our swig line consists of tumblers, travel mugs and can coolers to your heart's content. They are functional, fashionable and eco-friendly. Need to update your swimwear for summer fun?!? We can guarantee you will make a splash in the variety of swimsuits and swim trunks Whimsical Alley has to offer. If you and your family are looking for local summer fun, your search can stop with us because we have summer camps, activities and even baking classes for children and adults. That's not all; we also have the perfect venue to make any birthday event a truly magical experience. So, stop in today to shop, play and get your whimsy on. **We are open Tuesday through Friday, 10AM-5PM, and Saturday, 9AM-5PM.**



SUMMER CHECK-IN WITH DR. TALBOT

Best bug spray to use for kids:

- Products containing DEET are safe for children over 2 months of age and work the best. Try to avoid sunscreen combinations with DEET, because sunscreen needs to be reapplied frequently when playing outside. Natural plant based products can be used but they have been proven to be less effective.

Best sunscreen type and SPF to use:

- Sunscreen at SPF 30 or higher is recommended for children over 6 months of age. I tell my parents that have children with sensitive skin like eczema or sensitivities to scented soaps and lotions should use a sunscreen with only Zinc oxide and Titanium dioxide as the active ingredients. Sunscreen sprays are convenient but have chemicals in them that can cause a contact rash. If no history of allergies or eczema, then can use any product with SPF of 30 or above and water resistant. For infants younger than 6 months of age we recommend shade, hats and protective clothing like UPF shirts. On areas that can't be covered a minimal amount of sunscreen with SPF 15 can be applied to small areas, such as infant's face and back of hands. UPF shirts are great for kids as well. Make sure to reapply sunscreen every 2 hours and after getting wet.

What to do before going back to school:

- Make an appointment for yearly well check over the summer! This is the perfect time to make sure growth pattern is on track, have vision and hearing screened, and make sure that all immunizations are up to date. If you have children who play sports, this is the time to do the well check and get the sports physical form filled out and ready for the upcoming school year. That way you don't have to schedule last minute sports physicals right before try outs.

How to treat and prevent swimmer's ear:

- To prevent swimmer's ear you can wick water out of ears with towel after showering and swimming. The over-the-counter swimmer's ear drops can sometimes help to dry out the ear after swimming as well. If child complains of pain with movement of the ear, then you should make appointment with pediatrician.

Swim safety tips:

- Always have a designated adult watching the pool at all times. Be careful not to have a lot of toys and large floats in the pool when lots of kids are swimming at one time. You need an unobstructed view of the pool at all times.

How to prevent and treat summer colds and other illnesses:

- Good handwashing is best prevention. If fever continues more than 3 days, call pediatrician office. Over the counter medications are fine to use if over 6 years of age. Saline spray is helpful for nasal congestion as well.

Wounds and open water:

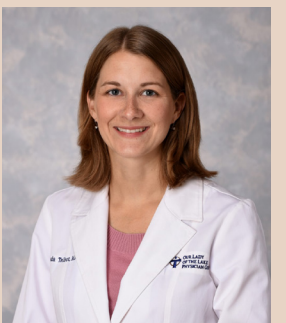
- If you have an open wound, try to keep the area covered with Band-Aid that has 4 adhesive sides. Can use over the counter antibiotic cream. If you can't cover the area, then avoid swimming.

Essentials to pack when traveling with kids:

- I usually always pack Tylenol and Motrin in case anyone gets fever while traveling. General first aid items like Band-Aids and antibiotic cream are essential. Bring all medications prescribed by physician that are taken daily and don't forget about inhalers for kids with Asthma or history of wheezing.

Treating poison ivy and stings:

- ABCs of itching: Aveeno oatmeal baths, Benadryl and Calamine lotion to help with itching. Steroid creams like hydrocortisone cream can be applied to areas. If large areas of skin exposed to poison ivy, prescription steroid creams may be needed. If involvement of the face, oral steroids may be needed.



Article By: Amanda Talbot, M.D.
Your Local Pediatrician

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THE TEAM



Jen Gennaro calls Zachary home and is an experienced real estate broker and team leader with a positive history of steady sales in the real estate industry. She has a proven track record of selling properties that had previously been for sale by owner, or those that sat stale while listed with other agents. Jen is the team leader for Jen Gennaro, Realtor and Associates, brokered by eXp, and the owner of Paradigm Home Staging. With over 10 years experience, she had \$14,000,000 in sales in 2020 alone! For even more value-added skills benefitting clients, Jen is a licensed David Ramsey Endorsed Realtor and will stage her listings at no cost to homeowners. **Contact: 225.324.9515**



Brittany Nobles and her family reside in Zachary where she embraces the undeniable southern culture of the area each day. She soaks up the beauty of our state and the values the sense of community she shares with her neighbors and clients. Brittany takes to heart the needs of clients and shares the understanding of the importance of overall experience of buying or selling a home. She conveys her knowledge of all of the financial and procedural steps that are involved for clients' transactions, forming lasting, authentic and trusting relationships. Her passion is creating the best experience from start to finish for those that she works with! **Contact: 225.892.4450**



Jill McGraw, a native of Zachary, is a seasoned real estate professional. Her most valued reward is when clients entrust her with their home selling or purchasing responsibilities. Jill's extensive knowledge of the area, parlayed with her overall enthusiasm, lend to the confidence that clients place in her expertise. Outside of real estate, she serves as a Credentialed Cooperative Director with Demco, Zachary's local electric cooperative. Another example of the pride Jill takes in her community is proven by having been awarded Volunteer of the Year from the Zachary Chamber of Commerce. **Contact: 225.978.3694**



Ashley Evans has over 20 years experience in sales and marketing, she seamlessly transitioned her skills over to real estate almost 2 years ago. Ashley is proud to be raising her family in Zachary and enjoys all that a small town has to offer. She is also a part of the team at Paradigm Home Staging where she is a staging assistant. With her knowledge of the area, optimal home presentation, and history of getting buyers to the closing table, she is ready to help clients buy or sell a home! **Contact: 225.937.0581**



Lauren Beadle, a native of Lafayette, moved to Dutchtown in the Summer of 2020 and has been a licensed agent for two years. As an Air Force Veteran, Lauren especially loves working with fellow service members. While you can find her in the Zachary office most days, she specializes in helping our clients buy and sell in Ascension Parish. **Contact: 337.446.1699**



Leigh Reed is originally from Baton Rouge, she and her family have been a part of the Zachary community since 2005. Leigh and her husband have three children and she's actively involved with Zachary United Methodist Church. She has over 20 years experience working in the industrial field as a project manager, supply chain supervisor, and a project procurement specialist and is excited to expand using her career in real estate! **Contact: 225.229.1939**

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When you step through the doors at Maison Greige, you instantly feel the peace and calmness of an organized space. We take pride in knowing that our shelves are stocked, aesthetically pleasing, and easy to navigate. We feel our customers appreciate this about us and continue to come back because of it.

Just like our tidy shelves make shopping a more pleasant experience, organized spaces in our homes can do the same. Imagine walking into your kitchen or pantry and feeling ready to conquer the day because it is organized, well-planned, and functional. You can immediately begin your task because things are ready. Or how about your closets? Dressing can be quicker and easier if your spaces are organized. You can save time and sanity if things are where they can easily be seen, used, and placed back when done. Staring into a disorganized space can cause you daily stress that you didn't even know you had. By setting up a system, you can start using your spaces more functionally and to their fullest potential.

Here are some of our favorite tips to tidy your spaces and help them to be more visually appealing.



Organize like items together.
Group items with similar colors or styles together. For example, stack all of your plates and serving ware by size. Choosing items that match or blend together well will help to make your space seem less busy and more organized. If all your serving pieces are solid or have a pattern that blends together well, it is always more pleasant to the eye. If you have multiple colors and patterns on your pieces, nothing seems to belong.



Use old candle containers to store pens or office supplies.
This one is huge for us at the store. We go through a few candles each week, so repurposing the beautiful containers is a must. Just freeze the leftover wax, clean out with a butter knife and you have a completely new use for your container. You can even use these for vases or to serve dips out of if you love to entertain. We have even seen succulents planted in these!



Use the SAME hangers for all your hanging clothes.
This one sounds insignificant, but the difference is truly noticeable. Using the same size and color hangers in your closet helps the clothing to hang at the same height on the rod. Seeing one continuous style of hanger is always prettier than nine million shapes and sizes that you've picked up over the years.



Use baskets, bins, and hooks to contain any items that may linger in your space, and display the things you LOVE.
We love a good basket! Toys can easily be tossed into a basket for quick cleanup. Bins can store any unsightly items on shelves to create a more organized look. Contain the items that can get out of hand, but display the ones that you love. Don't hesitate to get creative! Use books as risers to add height to shelves and display items. If you love that purse you splurged on, by all means, show it off! Or hang your favorite hat or bag on a hook for display!



Fold all shirts, pants and linens the same way if stacking together on a shelf.
If you fold all your jeans on a shelf, make sure that they are all folded the same way. This way, when you stack them, they seem to fall into line. This rule also applies to towels, linens and anything else you fold to store in a closet or drawer.

Hopefully some of these tips can help you to organize your own spaces and create a more visually appealing home. We can't wait to see you in the shop!

Article By: Lacie Herndon, Owner

A Cents Of Community

Anytime you choose to walk into a local business versus hit a "confirm order" button on your phone or computer, you are supporting more than the store you patronized. Each purchase in your own community trickles through and supports much more. When you buy an item at a local shop, you not only are supporting the store, but also helping cover commercial rent expense and employee salaries. Subsequently, you contribute to the employee's rent or mortgage, their local shopping, taxes and their dollars spent at other hometown businesses, which also staff fellow locals, and those locals then utilize their dollars in the same community. In turn, a residential dollar goes much further than its 100 cents. When you are considering making a purchase, think about the level of personal service you receive when you walk into an establishment that a community constituent owns.

The more small businesses that you support, the more attractive our city becomes to new establishments. This cycle is a win-win for all involved and enriches the community in return. Make a habit of supporting the businesses that have invested themselves and their dollars in your city. There are sometimes conveniences of having an item delivered in two days to your door, but it will be much less convenient if businesses move out of your community due to lack of support, making items you may need each day or immediately more scarce.



In the last year, small businesses have made it easier for you to shop local. These owners have been innovative, adaptive, and beyond accommodating in making your purchasing experience one that is convenient for you, including virtual shopping, curbside pickup and even same-day home delivery.

In Zachary specifically, let's support our local farmers and vendors at the weekly market, locally owned boutiques, dance/fitness/karate/gymnastics studios, toy stores, home and lifestyle boutiques, and restaurants. In turn, we will attract a larger variety of businesses to the area and expand our community, adding jobs and other local contributors. Remember, a dollar can make a difference when put back into our city's economy. Shop small and foster growth in Zachary!

Article By: Kendall Giuffre

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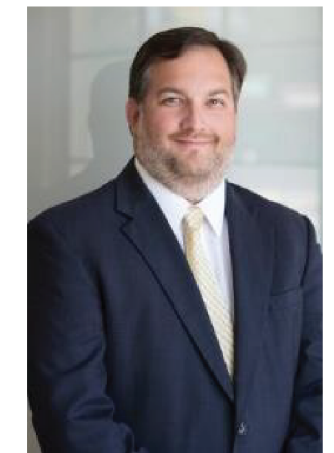
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Natural Harmony at Port Hudson Organics

Zachary Louisiana is known for its number one academic standing, but when it comes to agriculture, Will and Thais Perkins are just fine making bees.

Why did you start a farm, and what made you choose Zachary as the location?

When I was 8 years old, I asked my father to till me up a garden patch. He rented a tiller and muscled it through about a 20 by 20 patch of grass and helped me make rows and gave me some seeds and tomato plants. After that, I was on my own. In college, I majored in biology and chemistry and worked as a microbiologist after college. During this period, I married a beautiful pianist named Thais and we spent time in New Orleans while she received her degree from Loyola. After our third child, I went LSU to get a Masters degree in Environmental Science, and following that, Thais received a PhD in Piano Performance at LSU. All along the way, we left gardens and truck crop fields in our wake. In 1999, I joined Georgia-Pacific as an environmental engineer, and we settled in Zachary. We found a house on 6 acres where I began the long process of planting trees, flowers, gardens, and putting up greenhouses and beehives.



Can you elaborate on the importance of bees in the community and how the community can best preserve our bee population?

Honeybees and other natural pollinators are the canaries in our coal mines. Sensitive to chemicals and fragile by nature, they thrive under natural conditions with great diversity of plants from which to gather pollen and nectar. To support pollinators, I would encourage homeowners to plant a variety of flowers and especially herbs, preferably from seeds. At our farm, we grow all of our bedding plants from seed and plant a wide range of herbs and wildflowers to support our honeybees. This in turn is taken up into the honey, giving it a floral and complex flavor you will not find in the grocery store.



What do you produce? Where and how are your products available?

Our primary products are honey and seasonal vegetables, most of which we sell at the farm. Our vegetables and herbs are grown by organic methods. My passion for organic agriculture stems from my background in biology and environmental science and my pleasure in gardening without toxic and harmful chemicals and my love for pollinator insects including our honeybees. Today, we operate a scaled-back farm, Port Hudson Organics, on Plains Port Hudson Road. We tell folks they are welcome to come in when the gate is open to see if anything is available.

Contact:
Will and Thais Perkins
1340 Plains Port Hudson
Zachary, LA 70791

Article By: Mike Gennaro, CCIM

COMMERCIAL CORNER

Retail Follows Rooftops—We hope.

“Retail follows rooftops” is an adage in commercial real estate development. As Zachary’s residential landscape undergoes a dramatic increase in home starts through Q2 2021, the possibilities for commercial amenities increase with higher traffic and population growth.

Building Permits as Reported by City Inspector Scott Masterson
2017: 186 | 2018: 220 | 2019: 199 | 2020: 216 | 2021: 64 in Q1 (200+ Projected)

What to Do with a Mid-Sized Commercial Market?

We interviewed Mayor David Amrhein at City Hall:

What is going on with construction across from the ballpark, the former Captain D’s, Stage, the Police Building, and is Church Street going to be one wayed?

“They are building an 8,000 square foot restaurant across from the ballpark. Hwy 55 Burgers is going in at Captain D’s. The police building is going on Montegudo Blvd., 20,000sf. Nothing we know of right now is going on in Stage, and there are a few letters of intent from different companies. No plans to one-way Church Street,” states Amrhein.

Industry sources say value brand tool retailer, Harbor Freight, is the probable candidate going in at Stage. Local favorite, Dirt Cheap, is expanding into part of the location. Thurston Watts bought the building at the neighboring corner of E. Mae and is renovating it for business operations.

What’s happening Downtown?

Amrhein unrolls a concept illustration of the new city hall building. The building will be owned by an out of state consulting firm and will be three stories high, featuring City Hall on the third floor and a roof top terrace on the second floor. Retail space will be for lease on the bottom floor. “The focus right now is downtown development. Target is never coming. Sports Academy—they’re not coming. We are a mid-sized market, and that’s what fits here,” states Amrhein. Amrhein recounts the missed opportunity from losing Neighborhood Wal Mart due to “outside influences.” The retailer was effectively tarred, feathered, and made to ride the log out of town, and it left a mark on other retailers that Zachary was not ready for amenities.

Final Opinion

While going “all-in” with downtown development, the city rolled the dice when selling historic houses to high bidders. Virginia Street Snowballs is a clear winner. The McHugh House is a mix of concepts, where a local artist will be running a bed and breakfast, jewelry store, and possibly dry aging beef, which may be sold in the neighboring suite. While the Beef & Bed concept may be early, Maverick’s Q & Brew, an eagerly awaited beer and bbq concept adjoining the rear of the train station, is right on time. Other hot new businesses include events destination, Magnolia Fields, and Whimsical Alley. Both were not part of the city’s sell off.

Finally, some opinions should be kept off-line. Facebook group, Zachary Rants and Raves is destructive. No one likes hair in their salad, but when your neighbor brings up a bad experience, please direct them to the business owner and not the public.

Article By: Mike Gennaro, CCIM



Why Sit in Traffic When You Can Live in Zachary?



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MILITARY AND VETERAN HOMEBUYING ADVANTAGES

Article By: Lauren Beadle

Military Appreciation Month may be over, but there is always time to discuss military and veteran benefits, especially for homebuyers. Most people know about the VA Home Loan, but there are other important benefits available to active duty military members and veterans when purchasing a home. This can include closing cost assistance, along with other rebates and incentives from everyone involved in the homebuying process.

I reached out to local builders, lenders and title companies to find out what is available to veterans and military members. You'll be happy to know that not one company said "No, we don't offer any military or veteran incentives." While some companies offer specific rebates and deals, every person I spoke to said they would love to work something out for anyone who has served or is currently serving our country.

Just in Zachary and the surrounding areas, there are many benefits offered, including but not limited to:

- Level Homes' Hometown Hero Program: \$1,000 applied toward closing costs
- Cypress Title: \$250 off settlement statement
- RMB Builders: case-by-case deals
- Lindy St. Romain with Eustis Mortgage: half off lender fees
- GMFS Mortgage: half off lender fees; suggest title companies that also give incentives
- Baton Rouge Title: \$150 off settlement statement
- Reliant Mortgage: \$500 lender credit. (Can sometimes offer more based on borrower)

Buying a home is a huge financial purchase, and any little bit helps. If you are unable to use a resource from the list, call other builders, lenders and/or title companies to find out if they are willing to offer any rebate or incentive if you use them to assist with your homebuying process. And as always, thank you for your service!

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