

MINUTES OF THE BOARD OF COMMISSIONERS OF THE NEW ORLEANS CITY PARK IMPROVEMENT ASSOCIATION

A meeting of the Board of Commissioners (the "Board") of the New Orleans City Park Improvement Association (the "NOCPIA") was called to order Tuesday, May 24, 2016, at 4:00pm by President Susan Hess. The meeting was held in the Administration Building.

PRESENT: Commissioners Bingler, Chase, Claverie, Coulon, Guidry (represented by Leatrice Dupre), Hess, Hollis, Katz, LeCorgne, McNeil, Pate, Pettus, Schrenk, Seamon, Slone, Sloss, Smith, Thomas, Thorpe, Tregre, Waller and Williams

ABSENT: Commissioners Batt, Fernandez, Laborde, LaFranca, Masinter, McKeithen, Navarre, Palumbo, Payton, Pineda, Powell, Spears, and Wisdom

STAFF: Bob Becker, Kevin Cox, John Hopper, Meg Adams, Rob DeViney, Geneva Marney, Waymon Morris, and Denise Joubert

COUNSEL: Henry Kinney

GUESTS: Casie Duplechain, Mark Zimmer and Della Hasselle

A quorum was present and voting throughout the meeting.

President Hess welcomed everyone and thanked them for coming.

The minutes of the April Board meeting were approved.

Public comment was then invited; Mark Zimmer expressed the need for additional sports fields. He recommended the area by Pan American stadium for additional field space. Becker thanked Mr. Zimmer for his comments and said that there is a tremendous demand for sports fields. The area he is referring to has been removed from golf master plan. We will hold a planning process towards the end of the year and comments will be accepted on future uses at that time. Becker noted that the Park is currently reviewing ways to get additional use from existing fields. Commissioner Steve Bingler recommended contacting the school district to utilize their available fields.

Hess noted that budget hearings have been completed and that she attended every meeting.

Hess and Becker met with council members Jason Williams and Susan Guidry to give them an update on the Park. Hess stated that they are planning to meet with the other council members; and asked board members to let her know if anyone has a relationship with any of the council members and would like to attend the meeting.

In the Management Report, Chief Executive Officer Becker reported we had a good month financially in April. Year to date we are \$25,000 ahead of plan, considering the \$100,000 cut of our statutorily dedicated funds and other challenges. The Governor has indicated that he will call

another Special Legislative Session after the General Session ends aiming to enact further revenue and additional budget reductions. We have completed the budget hearings for the FY 16-17 operating budget and management's recommendations will be presented at the June board meeting.

The China Lights Exhibit has closed. Nearly 80,000 people attended the event over fifty-nine days, despite losing 30% of the days to bad weather. The exhibit received great publicity, and was a wonderful cultural exhibit for the region.

Becker reported that we are following House Bill # 1 (operating appropriation) and House Bill #2 (capital outlay bill) due to the session ending soon. Becker commended Kevin Cox for recognizing a mistake in regards to our operating appropriation which led to the restoration of \$200,000 to the funds we receive from the slot tax. This increased our appropriation from \$1,750,000 to \$1,950,000.

Committee Reports:

P, A&E - Commissioner Edmund Schrenk updated the Board on various construction projects. The committee is working with BDF on the roof design for the Golf Clubhouse. BDF has applied for a permit for the clubhouse construction. Schrenk noted that the financial status for the Louisiana Children's Museum and the Splash Park with the State is undetermined. Both projects have requested the State to move some of the funding from Priority 5 to Priority 1 so they could bid the projects. Durr Heavy Construction was the low bidder for parking lot project at the Arbor Room. The project should be completed by September. We are hopeful that this will increase the rentals at the Arbor Room. The committee discussed security concerns for the new golf course, and is reviewing several options to deter vandalism. Bids for the Arrival Garden were received, and construction should be complete in four months. The State will bid the Marconi Bike Path in September. We are in the process of investigating the drainage system at the Festival Grounds. We want to determine the cause of the slow drainage, and what improvements have to be considered. The Sewerage and Water Board has accepted responsibility for the main drainage line. Becker commended Meg Adams, Rob DeViney and the Sewerage and Water Board for working to find a solution to the problem.

CITO/Special Events – Commissioner Leigh Thorpe reported on upcoming events. June Under the Moon is scheduled for June 3 in the Amusement Park. The Committee is working with the Development Department to create a more robust sponsorship package, which can be used not only for Celebration in the Oaks but for other events in the Park.

Development – Commissioner Ronnie Slone reported that the Committee is working on several sponsorship projects. Slone reported that he and Commissioner Larry Katz met with the owner of a construction company to secure an in-kind donation. Hess thanked Slone for inviting this company to tour the Park. Hess sent a letter to all Commissioners commenting on their give/get status. Geneva Marney gave a presentation on the McDonogh Society and Planned Giving. Commissioner Larry Katz shared his personal thoughts on leaving a gift in his will to the Park.

Finance & Audit – Commissioner Steve Pettus reported that for the month both revenues and expenses were lower than budgeted. Golf revenue has increased since we resumed play on the renovated greens; however, year to date golf is still below budget. China Lights revenue was \$100,000 over budget and will help us compensate for the reduction of \$250,000 from the statutory maximum from the slot machine revenue.

Friends – Commissioner Leigh Thorpe reported that there are currently 4,560 members, with a 76% retention rate. The Patron and Ambassador Member Thank You Toast is scheduled for June 23 at the Parkview Terrace. Fundraising is still underway for Lark in the Park; currently at \$214,000 of the goal of 300,000. Friends Fest is scheduled for July 20 in the Carousel Gardens Amusement Park. Give Nola Day was held on May 3 and raised roughly \$10,000 which was less than anticipated due to complications with the Give Nola website. Commissioner Ray Seamon suggested customizing sponsorship opportunities for the donor or sponsor with various incentives. Hess complimented Friends for successfully working to increase memberships.

H&G/Dog Park – Commissioner Liz Sloss reported that the Committee is focusing on landscaping plans to beautify the entrances to the Park. The improvements at Popp Bandstand are complete. However the shrubs have already been trampled and there is a lot of trash in the area. We need to develop a plan to prevent this from happening again. Five Overcup oak trees are scheduled to be removed from Roosevelt Mall and new Live Oks planted. The Dog Park has had more than 4,000 members since opening in 2010 which includes members from outside the region.

Legal & Risk Management – No Report

Public Relations – Commissioner Laura Claverie reported that China Lights received wonderful media coverage. Thrillist Media group ranked City Park # 8 in their list of the best city parks in America. They also voted City Park, and the Japanese Garden in the Botanical Garden two of the most beautiful places in the New Orleans. Bravo TV named Ralphs on the Park as one of the top 15 restaurants in the world with a great view. The photography contest is underway and we are partnering with the Advocate who will publish the winning photographs. Cheryl Berger as well as others will be judges for the contest.

Nominating – No Report.

Sports- Commissioner Will Tregre reported that Tad Gormley stadium is currently used for football, track and soccer and we are planning to explore alternate uses for the stadium. A Reggae concert is scheduled in the stadium in June. We are working to prepare a maintenance budget so we can request funding to address issues. Two of the sports fields at the Festival Grounds are opened for play. Play has resumed on The North Course. Construction of the new golf course is well underway and should be close to completion by the end of the year. Becker stated that the contractor is planning to turn over the course to the Park by November.

Tennis – No Report

Botanical Garden Foundation – Commissioner David Waller reported that there was severe damage to the grounds in the Botanical Garden from the China Lights Festival. Waller recommended taking this into consideration when scheduling future events in the Botanical Garden. We are working to finalize the donation from The Zemurray Foundation for the garden endowment.

Sustainability Committee – Commissioner Bob Thomas reported that the committee is working to develop policies for the Park.

OTHER REPORTS:

Waymon Morris, Director of Recreational Services, gave a presentation that reviewed the events and responsibilities of his department.

UNFINISHED BUSINESS: No Report

NEW BUSINESS:

Public comment was then invited; there was no public comment.

The meeting was adjourned at 5:25p.m. The next meeting is scheduled for Tuesday, June 28, 2016 at 4:00p.m.

Denise Joubert
Recording Secretary

Elizabeth Sloss
Secretary