

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, January 27, 2015, at 4:00p.m. by President Susan Hess. The meeting was held in the City Park Administration Building, located at 1 Palm Drive, New Orleans, Louisiana, 70124.

PRESENT: Commissioners Abbott, Batt, Bingler, Claverie, Fernandez, Fierke, Giffin, Guidry, Hess, Hollis, Laborde, LaFranca, LeGrand, McKay, Palumbo, Pettus, Schrenk, Seamon, Slone, Sloss, Spears, Thorpe, and Williams

ABSENT: Commissioners Chase, Hales, Hoffman, Johnson, Masinter, McKeithen, Payton, Powell, Sanderford, Tregre, and Wisdom

STAFF: Bob Becker, John Hopper, Kevin Cox, Rob DeViney, and Denise Joubert,

GUESTS: Joey Richard, Brandy Smith, Casie Duplechain, Kristin Himmelberg, and Jacob Peters

A quorum was present and voting throughout the meeting.

The December minutes were approved.

President Hess welcomed and thanked everyone for coming. Hess introduced new Board members Jay Batt, Mike Hollis, Laura Claverie, Cleveland Spears, and Leigh Morgan Thorpe.

In her President's Report, Hess reported that we are planning a Board retreat for Saturday, February 28. Hess asked all Commissioners to review the Board Committee Assignments and encouraged all Commissioners to sign up to serve on a Committee.

Hess discussed the responsibility of all Board members to give or raise a minimum of \$5,000 per year. Hess will send a letter discussing various ways to fulfill your annual pledge.

Joey Richard and Brandy Smith with Postlethwaite & Netterville, who is the independent auditor for the Park, presented the financial audit and delivered a positive report. Richard reported that there were no negative audit findings.

In the Management Report, Chief Executive Officer Becker reported that Celebration in the Oaks was very successful. Great weather, increased advertisement made possible by the BP marketing grant, and the exceptional show allowed us to achieve a record attendance of over 175,000 people (we budgeted for 138,000). Several issues arose related to increased attendance which will be addressed at the wrap up meeting. Becker explained that Celebration in the Oaks accounts for more than \$2 million of our \$15 million operating budget. Year to date, we exceeded our budget and sent money to our reserve account.

The State signed a construction contract with Duinneck, Inc. to construct the new golf course. Construction is expected to begin in February with a completion date of February 2017.

We moved the Disc Golf course north of I-610 near Harrison Ave to make room for the Splash Park.

Becker reviewed an article about how other parks are using public advertising to raise general revenue. Commissioner Karen Fernandez reported on the RTA advertising benches on Park property. With the new zoning ordinance, it will become an individual use permit and will not be as easy to be issued a permit.

Councilwoman Susan Guidry updated the Board on the status of the JFK site. The school was put on the list of properties for the school board to auction off, but it has to be offered to Charter schools first. Guidry said there is a conflict with the interpretation of the law, and she is waiting for clarification from the Attorney General.

Committee Reports:

P, A&E – Commissioner Edmund Schrenk reported that Leslie Kramer, operator of Equest Farms, requested permission to build a tack shop and small barn which would eliminate the trailers on site. A discussion took place in regards to drainage issues in and adjacent to the Park. Schrenk presented the conceptual drainage plan proposed by Waggoner and Ball Architects for the application of a Hazard Mitigation Grant. If awarded the grant, it would allow us to re-engineer the drainage system in the Park and help mitigate damage in adjacent communities. Becker reported on a meeting with the Sewerage and Water Board, who are enthusiastic about the plan. This effort will make our lagoon systems useful and allow the public to utilize the lagoons.

CITO/Special Events – Commissioner Andrea LeGrand reported that there were large crowds in the Park for the Rock' N' Roll Marathon. The committee met to recap the 2014 Celebration in the Oaks and begin initial discussions in regards to 2015 Celebration in the Oaks.

Development – Commissioner Ronnie Slone reported that the committee reviewed the five-year strategic plan developed last year by the consultant. Sponsorship has been secured for seven roller coaster cars at \$25,000 each. If anyone is interested in sponsoring a car, contact Ronnie Slone or John Hopper. Commissioners Larry Katz and Ronnie Slone will host a development gathering at the home of Larry Katz. If anyone is interested in hosting a development gathering, they should contact Ronnie Slone or Susan Hess.

Finance & Audit – Commissioner Steve Pettus congratulated Kevin Cox on a successful audit. The committee will discuss the Parks Endowment policy at an upcoming meeting.

Horticulture and Grounds/Dog Park – Commissioner Liz Sloss updated the Board on the Enrique Alferez sculpture garden project. A grant was received for additional tree plantings in the Festival Grounds. Construction of a new parking lot at the Arbor Room should start in April and

be completed by summer. The committee will meet to discuss a proposal from AIRLIFT to establish a Roving Village Residency in City Park.

Legal & Risk Mgmt. – No Report

NOMA – No Report

Nominating – According to the By-Laws, the President makes all appointments to the Committees with the exception of the Nominating Committee which is voted on by the Board. The Nominating Committee members are Edgar Chase, Karen Fernandez, and Dessa Giffin. If anyone is interested in serving on the Nominating Committee, they should contact Susan Hess or Bob Becker. The election for the Nominating Committee will be held at the February meeting.

Public Relations – John Hopper reported that the committee discussed ideas to commemorate the 10th anniversary of Katrina this year and the 300th anniversary of the City in 2018.

Sports – No Report

Tennis – Commissioner Errol Laborde reported that the committee will review the possibility of adding more tennis courts and starting pickle ball. Anyone interested in serving on the Tennis Committee, contact Laborde.

Friends of City Park – Commissioner Jackie Palumbo updated the board on future events. Palumbo introduced Casie Duplechain, Executive Director for Friends, and Leigh Morgan Thorpe as Friends President-Elect. Palumbo reported that there are currently more than 4,300 members and would like at least 90% participation from the Board. Work has begun on Lark in the Park which is scheduled for March 13 with funds dedicated to the City Park Endowment.

New Business: Commissioner Ann Abbott reported that The Garden Foundation received bids on the new entrance, which exceeded the funds on hand. Abbott reported that Jenks Farmer is the speaker for the April 7th symposium.

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

The meeting was adjourned at 5:15p.m. The next meeting is scheduled for Tuesday, February 24, at 4:00p.m.

Denise Joubert
Recording Secretary

Andrea LeGrand
Secretary