

## 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, October 27, 2015, at 4:00p.m. by President Susan Hess. The meeting was held in the Pavilion of Two Sisters.

PRESENT: Commissioners Batt, Chase, Claverie, Fernandez, Fierke, Giffin, Hales, Hess, LaFranca, LeGrand, McKay, Palumbo, Pettus, Schrenk, Seamon, Sloss, , Thomas, Thorpe, Tregre and Williams

ABSENT: Commissioners Bingler, Guidry, Hoffman, Holli,s Johnson, Laborde, Masinter, McKeithen, Payton, Powell, Sanderford, Slone, Spears, Waller, and Wisdom

STAFF: Bob Becker, Kevin Cox, John Hopper, George Parker, Ginny Virgadamo, David Carpenter, Tony Biagas Meg Adams and Denise Joubert

COUNSEL: Henry Kinney

GUESTS: Billy Bayle

A quorum was present and voting throughout the meeting.

President Hess welcomed and introduced Bob Thomas as her appointee to the board. Commissioner Thomas stated that he is looking forward to serving on the Board.

The minutes of the September board meeting were approved.

In her President's report, Hess reported that Magic In the Moonlight, Ghost in the Oaks and the Fall Garden Show were all very successful. Hess also mentioned the following upcoming events;  
Alferez Sculpture Garden dedication - October 28  
Voodoo Music Festival – October 30, 31 and November 1  
Tolmas Center dedication – November 17

President Hess reminded all Commissioners that Ethics and Sexual Harassment training is due by December 31.

The Adhoc Smoking Committee will meet in November to discuss the regulation, or prohibition of smoking in City Park. Additional information on this matter was distributed to all Commissioners. All members will be invited to attend in the meeting.

Becker praised Tony Biagas, Director of Athletic Services for being recognized as one of the unsung heroes of sports recovery in the aftermath of Hurricane Katrina by the Time Picayune.

Becker also recognized Billy Bayle, who recently retired after 39 years of service as City Park Police Chief. Becker noted that Chief Bayle was as an exemplary employee who worked every

major event in the Park. Becker thanked him for his dedication and service to the Park. A Resolution was unanimously adopted on his behalf, and a bench on Lelong was dedicated in his name.

In the Management Report, Chief Executive Officer Becker reported that, for the first quarter of the new fiscal year, revenues were approximately \$95,000 ahead of plan. There were strong results in Catering and Amusements.

Julie LaCour, Natalie Weiss, and Jackie Sullivan went to Spokane, Washington to visit a Chinese Lantern Festival; which is similar to the one planned for the Park. They reported that the exhibits were spectacular.

Becker mentioned the SPCA/NOLA on Tap event held in September was difficult to manage due to an increase in the predicted attendance. We will review our plan for the festival grounds, and will focus on improving our parking plans and overall event management.

Last year, we entered into a partnership with the Life City organization to develop goals, and a program to increase our efforts at sustainability. Becker recommended that President Hess appoint an Adhoc Committee to assist with this program.

A Resolution was presented to the Board adopting the Louisiana compliance questionnaire, which is part of our annual audit. The Board unanimously adopted the Resolution.

#### *Committee Reports:*

P, A&E - Commissioner Edmond Schrenk reported that a meeting is scheduled to review the design development for the for the Louisiana Children's Museum. The Splash Park project will go out to bid in November. The bids for the Maintenance building were received and exceeded the budget. Construction of the Tri-Centennial Place improvements is on schedule.

CITO/Special Events – Commissioner Andrea LeGrand reported on upcoming events. Work continues on sponsorships and events for Celebration in the Oaks. Superior Energy, and Winn Dixie are no longer sponsors of the event. LeGrand mentioned that over 800 tickets have been sold for Jingle Bells and Beer and anticipates that the event will be a sellout.

Development – John Hopper passed out a China Light Festival brochure. Hopper recommended board members notify himself, or Geneva Marney if they know of any potential sponsors. Hopper also passed out information on donating stock to New Orleans City Park via the Greater New Orleans Foundation. Tyler Havens will replace Earl Sires as the Volunteer Coordinator. Hopper thanked Commissioner Andy Wisdom and the RosaMary Foundation for their gift of \$261,000 to the park; via the creation of a donor advised fund at the Greater New Orleans Foundation.

Finance & Audit – Commissioner Steve Pettus noted results for the first 3 months of the year were ahead of budget by \$95,000. Steve noted results helped by good weather and strong results in Amusement Park due in part to the new Lady Bug roller coaster. Kevin Cox, CFO requested

board members to complete the Related Party Questionnaire (RPQ), which is part of the audit. The Auditors use responses from the RPQ to help determine whether related party transactions need to be disclosed in our audit report and to support compliance with laws related to allowable board member activity. Bob reiterated the impact of good weather in driving good financial results. However, City Park's budgets a net loss in most months of the year, including the first 3 months being reported. In December, City Park budgets strong net income from Celebration in the Oaks that combined with quarterly payments from the dedicated State Fairgrounds Slot tax absorbs the losses budgeted in most of the other 11 months in the year (note: October is the only other month with a budgeted positive net income exclusive of quarterly tax receipt). Most operations have performed well and management has worked to reduce expenses in a couple of areas where the revenue is below budget.

Friends – Commissioner Jackie Palumbo reported on upcoming events. Palumbo reported that Ghost In The Oaks was very successful, and sold out both nights. Palumbo noted that there are currently more than 4,400 members. Kuffa Jones, along with Emily Shaya, will chair Lark In the Park.

H&G/Dog Park – Commissioner Liz Sloss updated the board on various projects. Sloss reported that the Indian Hawthorns on Lelong Drive have been removed. The committee discussed replacing the Indian Hawthorns around Popp's Bandstand with a taller shrub to detract the view underneath the bandstand. Begin aerating several oak trees around the Park. Becker reported that the Park will partner with Parks and Parkways to plant new Crepe Myrtles along Wisner.

Legal & Risk Management – No Report

Public Relations – Commissioner Laura Claverie reported that the Park received great media coverage in The Advocate. Fox 8 is the media sponsor for the China Light Festival.

Nominating – Commissioner Edgar Chase submitted the names of the officers for 2016, that will be put into nomination at this meeting; and voted on at the November meeting. Those officers are Steve Pettus, President-Elect; Edmund Schrenk, Vice-President; Ronnie Slone, Vice-President; Errol Laborde, Vice-President; Cleland Powell, Treasurer; and Elizabeth Sloss, Secretary. The Committee recommends Will Tregre, Karen Fernandez, Cleland Powell, and Elizabeth Sloss to serve a second four-year term on the Board. The Committee further recommends Jackie Palumbo, Larry Katz, Stephanie Rhodes Navarre, Myra Pineda, Stephen Pate, and William LeCorgne for six of the open at-large positions on the Board. The Board will take action on these nominations at the November Board meeting. President Hess thanked the Committee for their hard work.

Sports- Commissioner Will Tregre reported that Football and Cross Country are near the end of the season.

Tennis – Becker reported that City Park is in preliminary conversations with the LTA and Robert Worley, LTA President to host the Sugar Bowl Tennis Tournament in 2016. New windscreens are scheduled to be installed.

Botanical Garden Foundation – Commissioner Dessa Giffin reported that Magic in the Moonlight, fund raiser for the Garden, was very successful. Giffin thanked everyone for their support.

OTHER REPORTS:

UNFINISHED BUSINESS: No Report

NEW BUSINESS: President Hess thanked Councilmember Williams for attending the board meeting.

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

The meeting was adjourned at 5:20p.m. The next meeting is scheduled for Tuesday, November 24, 2015 at 4:00p.m.

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Denise Joubert  
Recording Secretary

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Andrea LeGrand  
Secretary