

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, February 26, 2019 at 4 p.m. by President Larry Katz. The meeting was held in the Administration Building.

PRESENT: Commissioners Adkerson, Arata, Arnold, Batt, Dale, Fitzpatrick, Giarrusso, Hess, Hollis, Katz, LeCorgne, Leger, Lupo, McNeil, Navarre, Pettus, Savoie, Spears, Taylor, Tregre, and Waller

ABSENT: Commissioners Baker, Banks, Cahn, DeBlieux, Donovan, Gardner, Masinter, McCrossen, Messer, Pate, Pineda, Powell, Seamon, and Sloss

STAFF: Bob Becker, Meg Adams, Amanda Frentz, Rob DeViney, Sarah Olivier, and Denise Joubert

COUNSEL: Kelly Staples

GUESTS: Casie Duplechain, Lt. Governor Billy Nungesser, Dana Hansel, Brandy Smith, Yvette Roman, Jay Roman, Burt Benrod, Scott Escarra, Joe Mesa, and Charles Marsala

A quorum was present and voting throughout the meeting.

Larry Katz, President of the NOCPIA Board of Commissioners, called the meeting to order. Katz welcomed Lt. Governor Billy Nungesser, and presented a brief description of his accomplishments and political history. Lt. Governor Nungesser thanked Katz for the invitation. He expressed his support of the millage proposal to be voted on at the May election. He stated his continuing support for the Park, and said that he will sponsor ads in North Louisiana to promote Celebration in the Oaks. He also stated that he will promote the Park as a Staycation destination. Nungesser pledged to bring down his Tourism Team to coordinate efforts to help promote the Park. Becker mentioned several items pending before the State Legislature, including the new Maintenance facility, State participation with the TIF, and assistance with our insurance premium. Nungesser pledged his assistance on these issues. He also noted that movies will have a 1.3 billion dollar impact on Tourism for the State, and the development of a movie trail is underway, with markers to designate where particular scenes from movies were filmed in the State. He will sponsor a breakfast in Baton Rouge for Legislators to promote City Park projects prior to the Legislative session. Larry Katz and Bob Becker thanked Mr. Nungesser for his attendance, and continued support of the Park.

A motion was made, and seconded to amend the agenda to allow the Nominating Committee, the H&G/Dog Park Committee, and the Botanical Garden to give the report at this time, rather than stated on the agenda. It passed unanimously.

Anyone wishing to comment on any item on the agenda must sign the sign-in sheet, and indicate the item they wish to comment on.

President Katz reported that 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 Jay Batt, Liz Sloss, Robert Lupo, Cleland Powell, and Cleveland Spears. The Board unanimously elected Commissioner Batt to a fourth term, Commissioners Sloss and Lupo to a third term, Commissioners Powell and Spears to a second term, and Commissioner Steve Pettus and Larry Katz to a first term on the Committee. President Katz thanked everyone for serving on the Committee.

Katz introduced Jay Roman, President of Café Du Monde. Roman introduced his wife Yvette, and his senior staff. Roman mentioned that construction is underway, and is excited for the opportunity to be in the Park. He noted that the food truck has been well received. Commissioner Jay Batt welcomed Café Du Monde to the Park.

Becker introduced Brandy Smith, with Postlethwaite & Netterville; who is the independent auditor for the Park. Smith presented the financial audit, and delivered a positive report. Smith reported that there were no negative audit findings. Becker mentioned that the audit was submitted to the Legislative Auditor on time. He thanked the Fiscal staff, and P&N their work on the audit. The audit was unanimously accepted by the Board.

In the Presidents Report, Katz reported the following:

- A visit to the Children's Museum is scheduled for March 26 @ 2:30pm.

In the Management Report, Chief Executive Officer Becker reported that due to a substantial loss in December, year to date we are approximately \$550, 000 below the budget. This is where we were last year, when we also experienced bad weather. In December we put additional cost controls in place which, should help to reduce the deficit by the end of the fiscal year. Overall, we are behind in departments that are weather dependent.

- The City Council has approved the final Cooperative Endeavor Agreement between the City, NORDC, Audubon, Parks and Parkways and City Park. We will act on the agreement at the March board meeting.
- We are close to finalizing funds, and a scope of services with the consultant for the Wisner Tract study
- He met with the Interim Chancellor of Delgado, to discuss issues common to both organizations, including parking concerns.

- We are engaging in discussions with Live Nation, in regards to a new contract; and site improvements on the Festival Grounds. A discussion took place in regarding to the impact the festival has on the Park, and our current partners and visitors. Commissioner Lupo would like a report on the net impact from the event. Commissioner Cleveland Spears expressed his support for Voodoo Festival, and the Festival Grounds.

Committee Reports:

P, A&E – Commissioner Robert Lupo reported that the grand opening for the Besthoff Sculpture Garden is scheduled for May 14, and 15. However, there could be a possible conflict with the date. Discussions are underway in regards to the Food and Beverage RFP at the old Maintenance building. Lupo mentioned that the WPA bridges need attention, due to increase traffic from construction in the Park.

CITO/Special Events – No Report

Development – Casie Duplechain distributed a list of internal entities within the Park, engaged in fundraising. Also included, are sponsorship opportunities for Commissioners to fulfill their annual giving pledge. The Storyland campaign raised \$685,000 in sponsorships to date, which is a \$200,000 increase since the January meeting. The total for the campaign is \$977,000. The Hat Luncheon scheduled for April 11 is sold out. Katz mentioned additional sponsorship opportunities that have been created for donors at different levels.

Environmental Stewardship – Meg Adams reported that in an effort to reduce single use plastics, we have eliminated plastic bottles at the board meetings. The Committee is coordinating with Friends to develop environmental educational tours in Couturie Forest, with the help of interns from Loyola's Environmental Department. The Committee is collaborating with the local Girl Scouts organization to hold the 1st camp out in the Park, to be held on March 29, with approximately 75 girls participating. Earth Day is scheduled for April 16 in the Botanical Garden, from 4-7, before the Swing in the Oaks event at the Great lawn. We are looking for environmentally-oriented organizations and businesses to exhibit. We are working with the Audubon Society, and the Town Gardeners on enhancing the birding program in the Park, and plantings at the wetlands in Festival Grounds.

Finance & Audit – Becker mentioned that a meeting took place to discuss the best vehicle for the endowment funds from the Hat Luncheon.

Friends – Commissioner Larry Dale reported that Friends currently has more than 4,850 members, with 2,657 residing in Orleans Parish. Final interviews are underway for the Executive Director position. Casie Duplechain gave an update on the millage, and reported that a support PAC named “Together for Parks Alliance”, has been formed. All five district meeting have been completed. Lark in the Park is celebrating its 40th anniversary on March 15, 2019. All funds are dedicated to the revitalization of Storyland.

H&G Committee/Dog Park – Commissioner David Waller reported that Dionne D’Mello gave a presentation to the Committee on the Greenhouse. Waller noted that there is a huge demand for

natural, native plant materials in the State. He mentioned that she can sell as many plants as she can grow. He also commended the Grounds Department for the tulips that were planted at Big Lake. The Dog Park is still experiencing maintenance, and vandalism problems.

Legal & Risk Management – No Report

NOMA – No Report

Wisner Tract – Commissioner Bill LeCorgne reported that he is scheduled to meet with Becker to review the proposal for the Wisner Tract.

Public Relations – Commissioner Cleveland Spears updated the Board on upcoming events. He mentioned that the tulips at Big Lake have received possibly 2 million on-line impressions. The Park received positive PR about the 600th marriage proposal on the Gondola.

Nominating –. See report above

Sports – Commissioner Adam McNeil reported that the fields at Scout Island have been leveled, and are in the process of being re-seeded. The youth Flag football league at the Quad will begin soon, with approximately 800 kids participating. Golf revenue is down due to inclement weather. Several junior programs are underway, including youth golf camps, and the First Tee program; with over 150 participants.

Tennis – No Report

Botanical Garden Foundation – Waller mentioned that construction of the outdoor kitchen is moving forward, and is expected to be completed in time for the Fall Garden Show in October. A fundraiser in the Botanical Garden is scheduled for April 5-7, 2019. Artists will paint scenes in the Park, and the Garden. They will then be sold at an auction in the Pavilion.

Public comment was then invited; Charles Marsala reported on a meeting with Mayor Cantrell in regards to relocating the Beauregard Monument. Marsala suggested relocating the monument to a non-profit museum in Burnside, Louisiana. Katz thanked him for his comments.

OTHER REPORTS:

UNFINISHED BUSINESS:

NEW BUSINESS:

The meeting was adjourned at 5:45p.m. The next meeting is scheduled for Tuesday, March 26, 2019 at 4 p.m.

Denise Joubert
Recording Secretary

Elizabeth Sloss