

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, June 25, 2019 at 4 p.m. by President Larry Katz. The meeting was held in the Administration Building.

PRESENT: Commissioners Adkerson, Arnold, Baker, Cahn, Giarusso, Hess, Hollis, Katz, Masinter, McNeil, Pettus, Powell, and Taylor

ABSENT: Commissioners Arata, Banks, Batt, Dale, DeBlieux, Donovan, Fitzpatrick, Gardner, LeCorgne, Leger, Lester, Lupo, McCrossen, Messer, Navarre, Pate, Pineda, Savoie, Seamon, Sloss, Spears, Thomas, Tregre, and Waller

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

COUNSEL: Henry Kinney

GUESTS: Emily Mueller, Charles Marsala, Edmund Schrenk, Larry Barabino, Rebecca Dietz, Ann Macdonald, and Melissa Gray

Larry Katz, President of the NOCPIA Board of Commissioners, called the meeting to order. Katz stated that we do not have a quorum, therefore we are unable to approve the minutes from the May board meeting.

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

Public Comment was then invited; Katz read the rules for receiving public comments; Melissa Gray stated that she is a member of the Wisner walking group, and thanked Becker, and the Board for designating the Wisner Tract for passive recreation. Gray also thanked them for the clean-up of the lagoons. She also thanked the Board for letting the public have a voice in the plan for the Wisner Tract. Katz thanked Gray for her comments. Charles Marsala distributed a hand-out with a response from the City attorney to the lawsuit filed in regards to the ownership of the Beaugard monument.

In the Presidents Report, Katz reported on the following:

Katz mentioned that for the first time in 169 years, the voters of Orleans Parish voted in support of the millage. Katz thanked Board members, as well as Councilmember Jay Banks, and Joe Giarusso for their support. He also thanked the Mayor, and the City Council. He recognized Ann Macdonald, Parks and Parkways; Rebecca Dietz, Audubon Nature Institute; and Larry Barabino, New Orleans Recreation Development, and presented them with a commemorative plaque. He noted that their efforts and leadership help tremendously in the passing of the parks

and recreation millage. He also thanked Ron Forman, and Emily Wolff, who were not present at the meeting. MacDonald thanked Sarah Olivier for bringing everyone to the table, and keeping everyone organized over the course of the last four years. She also thanked Commissioner Paul Masinter, for scheduling meetings with various law firms to promote the millage; and Councilman Joe Giarrusso, for his tireless efforts. All recipients expressed their appreciation to the Board, and are looking forward to working with the Park. Becker noted that it is an honor, to be honoring all of our Park Partners.

Becker presented, and reviewed management's recommendations for the 2019-2020 operating budget. Becker noted that a joint meeting of the Executive, Audit, and Finance Committee reviewed management's budget recommendation; and unanimously recommended the budget for approval by the Board. He noted that we will operate under this budget, and adopt the budget in July. Becker noted that projected revenue increased from \$19.8 million to \$22.0 million due to the incorporation of the Scream Park event into the budget. The expenses for Scream Park increased as well. The Capital Budget is reduced, as it has been for the past few years. Commissioner Mike Hollis inquired about the decrease in the Police Department budget. Becker stated that the Chief of Police position was removed from the budget and that the Park will make a substantial investment in the department when we receive the funds from the millage. Because there was no quorum present at the meeting; the budget could not be approved, and will be presented at the July board meeting.

In the Management Report, Chief Executive Officer Becker reported that operating results for March, April, and May are ahead of plan. Improved weather conditions allowed us to exceed our revenue budgets in various department. Due to these results, we were able to reduce the year to date operating deficit from \$400,000 to \$70,000. Golf in particular had an outstanding spring, and was able to reduce their year to date deficit.

Becker reported:

- The contract was signed for the Storyland exhibits. We expect to begin onsite construction in July, with the projected grand re-opening in September
- The Mackel Golf Tournament that was held on the South Golf Course, was very successful.
- George Parker, the Park's Chief Administrative Officer, passed away after a lengthy battle with cancer.

Committee Reports:

P, A&E – Edmund Schrenk reported that the plans for the Maintenance Complex will be going out to bid. Café Du Monde will be open for business in July. The payment received from Café Du Monde for the operation of the food truck, exceeded past payments from our previous tenant. The design firm for the City's lagoon stormwater management project will be selected this week.

He mentioned that we received a request from the City in regards to installing a playground in the Park. The Park will work to identify a location.

CITO/Special Events – Commissioner Chenier Taylor reported on upcoming events. She reported that June Under the Moon was very successful; and that approximately 50 dogs attended the event, as part of the Dog Days of Summer. The July 3 celebration, featuring the Marine Corp band, will take place on the Great Lawn from 7-9pm, followed by a firework display. Work is ongoing to finalize the Celebration in the Oaks kick-off parties.

Development – Casie Duplechain reported that she is working to fill two vacancies. She reported that the Storyland campaign is close to raising its goal in sponsorships, and reviewed remaining sponsorship opportunities. We expect to begin onsite construction on July 1, with the projected grand re-opening in September. Work has begun on sponsorships for Celebration in the Oaks. Katz mentioned that the Storyland campaign is going well and that any extra money will be placed in an endowment fund.

Environmental Stewardship – Meg Adams invited everyone to attend the Park's Lunch and Learn educational sessions. The next session, on Mindful Meditation is on July 17th, at 11:30, in the Administration Board Room. She noted that City Park is teaming up with Audubon Nature Institute to participate in Plastic Free July; a 31-day global challenge to reduce single-use plastics. The banners in the Park are being recycled into Tote bags through a partnership with Tchoup Industries. City Park is participating in the City's Energy Challenge to track energy use of our largest facilities.

Finance & Audit – No Report

Friends – Commissioner Shon Baker reported that Friends currently has more than 4900 members which is a slight decrease from June, 2018. Toast in the Oaks raised \$90,000 for the Storyland campaign. Emily Mueller stated that upcoming events include Friends Fest on July 17, and Martini Madness on September 20.

H&G Committee/Dog Park – No Report

Legal & Risk Management – Commissioner Paul Masinter reported that work on the Voodoo contract is ongoing. Councilman Joe Giarrusso mentioned that he spoke to a representative from Voodoo, in regards to the contract negotiations.

NOMA – No Report

Wisner Tract – Sarah Olivier reported that an internal kick-off meeting is scheduled on July 1 to review the scope of the contract.

Public Relations – Commissioner Chenier Taylor reported that Storyland was named among Best Family-Travel Activities in New Orleans by Forbes. Amanda Frentz reported that in support of

Mayor Cantrell, and NORD Commission's swimsuit drive, City Park is partnering with Audubon Nature Institute to collect new swimsuits for residents in need.

Nominating –. No Report

Sports – Commissioner Adam McNeil reported that the junior programs; including youth golf camps, and the First Tee program are going well.

Tennis – Commissioner Cleland Powell mentioned that summer camp is going well.

Botanical Garden Foundation – Commissioner Paul Masinter reported that the Botanical Garden kitchen is near completion. Work is ongoing for Magic in the Moonlight event on October. 13.

OTHER REPORTS: Katz mentioned that additional sponsorship opportunities for Storyland have been created for donors at different levels.

UNFINISHED BUSINESS:

NEW BUSINESS: Katz mentioned that he will be sending a letter to all Commissioners to review their giving responsibilities. He asked all Commissioners to contact Duplechain or himself if they know of any potential donors. Commissioner Mike Hollis requested that all Park events be placed on a comprehensive calendar to make it easier for board members to keep track of upcoming events

The meeting was adjourned at 5:10p.m. The next meeting is scheduled for Tuesday, July 23, 2019 at 4 p.m.

Denise Joubert
Recording Secretary

Elizabeth Sloss