

## 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, November 28, 2017, at 4 p.m. by President Steve Pettus. The meeting was held in the Administration Building.

**PRESENT:** Commissioners Arnold, Balart, Batt, Bingler, Cahn, Chase, Claverie, Guidry (represented by Leatrice Dupree), Hess, Hollis, Katz, LeCorgne, Lupo, McNeil, Offner, Pate, Pettus, Pineda, Powell, Schrenk, Seamon, Slone, Sloss, Smith, Spears, Thorpe, Tregre, and Williams

**ABSENT:** Commissioners Masinter, McCrossen, McKeithen, Navarre, Payton, Savoie, Thomas, and Wisdom

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

**COUNSEL:** Henry Kinney

**GUESTS:** Claire Bynum, Casie Duplechain

A quorum was present and voting throughout the meeting.

President Pettus welcomed everyone and thanked them for coming.

The minutes of the October Board meeting were approved.

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.

Steve Pettus, President of the NOCPIA Board of Commissioners, called the meeting to order.

In his President’s Report, Pettus reported:

- Adverse weather conditions are having a detrimental effect on the operating budget.
- He encouraged everyone to attend Celebration in the Oaks.
- He attended a meeting with the Commissioner of Administration to discuss funding for the Splash Park which does not look promising. The Executive Committee discussed other avenues to generate operating income and mentioned the possibility of a food service facility. The Park will research the possibilities.

In the Management Report, Chief Executive Officer Bob Becker reported that the Park had a difficult month financially due to inclement weather conditions, primarily on weekends. Year to date the Park is below budget by approximately \$200,000. November should be considerably better financially due to better weather conditions and the opening of Celebration in the Oaks.

Becker reported:

- The Voodoo Music Experience was well attended. Good weather conditions facilitated the move in and break down with minimal damage to the grounds.
- He thanked Commissioner Cleveland Spears for his assistance in getting the new 300<sup>th</sup> sign at Big Lake as part of the opening festivities for the Tri-Centennial.
- We held the dedication of the new Magnolia Playground, which is the first playground north of I-610. Becker thanked Hahn Enterprises and the Friends of City Park for their efforts in securing the playground.
- The Park will submit an option agreement to the School Board to purchase the John F. Kennedy site. The site would add seventeen acres to the Park. A discussion took place in regards to potential uses of the site.
- He attended a meeting with the City and several consultants to continue to explore funding sources for implementing the Park's role in the Water Plan.

#### *Committee Reports:*

P, A&E – Commissioner Robert Lupo updated the Board on various projects. The renovation of one of old Maintenance buildings is underway. Lupo mentioned that the Executive Committee discussed potential uses of the old Maintenance building and will explore any opportunities that may exist that will create additional self-generated revenue.

CITO/Special Events – Commissioner Leigh Thorpe reported that the Celebration in the Oaks kick-off parties were very successful.

Development – Commissioner Larry Katz reported:

- He reminded all Board members to fulfill their give/get commitment and discussed several options for fulfilling their commitments. Katz thanked Commissioner Laura Claverie for her donation for the outdoor kitchen at the Botanical Garden.
- Lindsey Loyd recently emailed a donor list to all Commissioners. Katz asked everyone to let Lindsey know if they have a relationship with anyone on the list.
- Katz thanked Commissioners Jay Batt, Laura Claverie, and Lori Savoie, who offered to host a development gathering. Commissioner Ray Seamon mentioned that he would be happy to host a gathering at his home on the North Shore.
- Text to Donate signs are being placed at several locations throughout the Park.
- The Park is launching a campaign to renovate Storyland, as well as bring the capital needs outlined in the Master Plan to fruition.

Finance & Audit – Commissioner Edmund Schrenk reported that operating results for October were below plan due to inclement weather conditions. He is hopeful that November will be better because of the beginning of Celebration in the Oaks. The Endowment increased \$730,000 since last year.

Friends – Commissioner Leigh Thorpe reported that Friends currently have more than 5,400 members and would like 100% participation from the Board. Thorpe mentioned that the Lupo family will be chairing the 2018 Lark in the Park which is scheduled for March 9, 2018. A sponsorship campaign is underway for the event. Lupo mentioned that the event is an opportunity to fulfil the give/get pledge.

H&G/Dog Park – Commissioner Elizabeth Sloss reported Santa will be at NOLA City Bark on December 2. The elm trees that will replace the diseased palms will be delivered in early December. Commissioner Laura Claverie commended Sloss for a wonderful job on the renovation of Popp Bandstand.

Legal & Risk Management – No Report

Public Relations – Commissioner Laura Claverie mentioned that the media night for Celebration in the Oaks was well attended. The Park celebrated Mister Bingle's 70<sup>th</sup> birthday. There are two new videos for the Park; one will be used for fundraising. There will be a live remote from CITO on Friday, December 1 at 5 a.m. The Park recently did a massive mobile website overhaul which should increase its usefulness and hopefully generate additional revenue.

Nominating – Commissioner Ray Seamon congratulated Councilmember Jason Williams for being re-elected for a second term on the City Council. The Board voted unanimously to elect Larry Katz, President-Elect; Ray Seamon, Vice-President; Elizabeth Sloss, Vice-President; Will Tregre, Treasurer; and Ronnie Slone, Secretary. The Board also voted unanimously to elect Quentin Messer Jr., David Waller, and Walter Leger Jr. for three of the open at-large positions on the Board. President Pettus thanked the Committee for their hard work. Commissioner Susan Hess also thanked all the members of the Nominating Committee for their work on the process.

Sports – Commissioner Will Tregre reported that the South Golf Course is 260 rounds ahead of predictions for the month, whereas rounds at the North Golf Course are down mainly due to the poor condition of the course. He said we need to increase business in the restaurant and clubhouse. Work is being done on improvement plans for the driving range. There are a few issues with the new turf field at Tad Gormley Stadium which Management is addressing. The numbers and hash marks are coming unglued and the field is in the process of being repaired. The fields at the Festival Grounds did not endure much damage from Voodoo Music Festival and the new field/ concession area at the Quadraplex should be open mid-January.

Tennis – Commissioner Edgar Chase reported that the Committee is finalizing the plans for the MLK Day Family Tennis Event. The event will also include a tennis clinic. The Allstate Sugar Bowl Tennis Tournament in 2017 was successful. Chase thanked all Commissioners that were instrumental in helping City Park with obtaining sponsorship from the Sugar Bowl Board.

Botanical Garden Foundation – Muffin Balart reported that she is recruiting Joey and Kia Brown to chair Magic in the Moonlight for 2018. Leigh Thorpe and Catherine Brewster will chair the Moonlighters.

Sustainability Committee – Meg Adams reported that the Celebration in the Oaks Preview Party was a zero waste event.

OTHER REPORTS:

UNFINISHED BUSINESS:

NEW BUSINESS: President Pettus thanked everyone for their time and commitment to the Park and the Board. He also encouraged everyone to join the Friends of City Park.

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

The meeting was adjourned at 5:05 p.m. The next meeting is scheduled for Tuesday, December 12, 2017 at 4 p.m.

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Denise Joubert  
Recording Secretary

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Ronnie Slone  
Secretary