

## 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 22, 2019 at 4 p.m. by President Larry Katz. The meeting was held in the Administration Building.

**PRESENT:** Commissioners Adkerson, Arnold, Batt, Cahn, Fitzpatrick, Gardner, Giarrusso, Hess, Katz, LeCorgne, Leger, Lupo, McNeil, Messer, Navarre, Powell, Savoie, Seamon, Sloss, Taylor, Tregre, and Waller

**ABSENT:** Commissioners Arata, Baker, Dale, Donovan, Hollis, Masinter, McCrossen, Pate, Pettus, Pineda, and Spears

**STAFF:** Bob Becker, Meg Adams, Amanda Frentz, Waymon Morris, Sarah Olivier, Dionne D’Mello, and Denise Joubert

**COUNSEL:** Henry Kinney

**GUESTS:** Casie Duplechain, Dana Hansel, Kim Spencer, and Andrea Legrand

A quorum was present and voting throughout the meeting.

Larry Katz, President of the NOCPIA Board of Commissioners, called the meeting to order. Katz introduced new Board Members, Bryan Fitzpatrick, Ryan Adkerson, Chenier Taylor, Joe Giarrusso, and Carro Gardner. All Commissioners followed by introducing themselves to the new board members.

The minutes of the November and December board meeting were approved.

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.

In the Presidents Report, Larry Katz said that it is an honor to serve as President to the Board for the next two years.

He reported:

- Morning Call closed on Sunday, and is expected to take seven days to move out. At that time, Café du Monde will take possession and begin to make improvements.
- Attended a forum with other park partners, staff, and the City; with the Carrollton Area Network to give a presentation on the millage proposal. Representatives of “Parks for All” attended the meeting, and asked a lot of questions, including the possibility of gaining seats on the Board and using a portion of the millage for the Master Plan. Commissioner Susan Hess asked about the public’s response on Social Media. Amanda

Frentz responded that the meeting was not heavily attended, and there were very few comments posted on social media.

- 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, Cleveland Spears, and Cleland Powell. Katz also nominated himself to serve on the Committee. If anyone would like to serve on the Nominating Committee, contact Larry Katz or Bob Becker.
- Katz asked all Commissioners to review the Board Committee Assignments, and encouraged all Commissioners to sign up to serve on a Committee.

In the Management Report, Chief Executive Officer Becker reported on the results of Celebration in the Oaks. In 2017, the event experienced ten days of either being closed, or having unfavorable weather conditions. As a result, we did not make the budget. In 2018, we reduced our attendance estimates to account for recurring inclement weather conditions. This year we were closed twelve days and, as a result, we missed our attendance projections by 14,000; which amounts to \$400,000. It is still not clear whether the financial results were affected entirely by bad weather or how much competition played a factor in the results. The Scream Park event generated close to \$1.2 million dollars in revenue. The expenses were significant, resulting in a loss of close to \$30,000. However, we installed close to \$400,000 of infrastructure on Scout Island. The Scream Park contract extends to 2022. Year to date we are below budget by approximately \$50,000. However the December financial statement will reflect greater than a \$400,000, loss due to the loss from Celebration in the Oaks, as well as the loss of budgeted revenue for the Voodoo event. Edmund Schrenk asked what the total net revenue was for Celebration in the Oaks. Becker responded that the net revenues is roughly \$1.2 million. Becker noted that when we begin budget preparations, we will focus on events that are being impacted by challenging weather conditions. Commissioner Jay Batt suggested that the Park should search for insurance to insure against cancellations due to weather.

Becker mentioned that Sarah Olivier has been hired as the Director of Planning, which will allow Meg Adams to focus on the Park's Sustainability efforts. The Park has begun recruiting efforts for a Chief Financial Officer.

#### *Committee Reports:*

P, A&E – No Report

CITO/Special Events – No Report

Development – Casie Duplechain reported the Committee is focusing to secure additional funding to develop a Master Plan for the Wisner Tract. We currently have 170k raised of the \$200k. If any board members have potential donors who may be interested in funding, please let her know. The Storyland campaign raised \$485,000 in sponsorships to date. There are six exhibit

opportunities for sponsorship remaining out of the twenty- one. Dana Hansel updated the Board on the Storyland campaign and reported that the year-end appeal is currently at \$34,000. The Friends of City Park contribution through Lark in the Park will be approx. \$285,000, which brings the total to \$804,000 for the campaign. Hansel mentioned that additional sponsorship opportunities have been created for donors at different levels. We are also working on two additional grants. We are working to schedule a walk-thru with Steve Dorand, the architect for this project. . Katz thanked Commissioner Quentin Messer, for sponsoring Rapunzel. He reinforced the additional sponsorship opportunities that remain available, ranging from \$1,500 to \$150,000. Mary Johnson, and Karen DeBlieux agreed to sponsor a portion of the Snow White Exhibit. Commissioner Liz Sloss agreed to sponsor the remaining portion of the Snow White Exhibit.

Environmental Stewardship – Commissioner Carro Gardner reported that the Committee is working on a plan to educate the board, and the staff on green initiatives; and creating zero waste events. The Committee is also working to eliminate plastic bags as well as straws in the Park. To date, work has been completed to retrofit seven sites with LED bulbs, for a savings of \$65,000. The total grant value is estimated at \$215,000. Earth Day is scheduled for April 16.

Finance & Audit – Commissioner Will Tregre reported that mid-year financial results are roughly \$450,000 below budget. He encouraged all Commissioners to generate support for the upcoming election. Becker is planning to meet with State, to ask them to reinstate the funding that was stripped from our budget. He also stated that Don Watson has returned to help with accounting functions, as we continue the search for a new Chief Financial Officer. The auditors will be attending the February Board meeting to present the audit of FY18.

Friends – Casie Duplechain, reported that Friends currently have more than 5,500 members. Lark in the Park is celebrating its 40th anniversary on March 15, 2019. All funds are dedicated to the revitalization of Storyland. Bev Church is the honorary chair of Lark in the Park. Duplechain mentioned that the upcoming Hat Luncheon will raise money to support the trees in the Park. She encouraged Commissioners to support the event. Becker thanked Commissioner Cleland Powell and Iberia Band for being the principal sponsor of the Hat Luncheon.

H&G Committee/Dog Park – Commissioner Elizabeth Sloss reported that the Committee is working on a drainage project around the Live Oak trees on the Festival Grounds. The Dog Park is still experiencing problems with the entrance gates.

Legal & Risk Management – No Report

NOMA – Commissioner Jay Batt reported that secured endorsement from NOMA in regards to the millage.

Wisner Tract – Commissioner Bill LeCorgne reported that they are close to hiring a Consultant to develop the Master Plan for the Wisner Tract. Work has begun to form the Committee, and regular meetings should begin in February.

Public Relations – Becker reported that Amanda Frentz has been appointed the Director of Public Relations.

Nominating – Commissioner Ray Seamon welcomed and thanked all new Board members, for agreeing to serve on the Board. He mentioned that Sarah Offner resigned from the Board, and recommended that Karen DeBlieux be elected for the open at-large positions vacated by Sarah Offner. The Board voted unanimously to elect Karen DeBlieux for the open at-large position.

Sports – No Report

Tennis – Commissioner Cleland Powell reported that they are working to form a subcommittee, to explore the possibility of constructing indoor courts. He mentioned that if anyone is interested in joining the committee should let him know.

Botanical Garden Foundation – Waller mentioned that they signed a contract with Cobalt to start construction of the outdoor kitchen. Meetings are scheduled to discuss programing for the site. 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. Plans have underway for Magic in the Moonlight event. He mentioned Muffin Balart’s husband recently passed away.

Public comment was then invited;

OTHER REPORTS:

UNFINISHED BUSINESS:

NEW BUSINESS: President Katz discussed the responsibility of all Board members to give or raise a minimum of \$5,000 per year. He mentioned that there are various ways to fulfill your annual pledge.

The meeting was adjourned at 5:10p.m. The next meeting is scheduled for Tuesday, February 26, 2019 at 4 p.m.

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Denise Joubert  
Recording Secretary

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Elizabeth Sloss