

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 24, 2014 at 4:00p.m. by President William Hoffman. The meeting was held in the City Park Administration Building, located at 1 Palm Drive, New Orleans, Louisiana 70124.

PRESENT: Commissioners Brooks, Chase, DeBlieux, Fierke, Giffin, Guidry, Hales, Hess, Hoffman, Johnson, Katz, Laborde, LeGrand, Lupo, Masinter, McKay, Payton, Pettus, Powell, Slone, Sloss, and Tregre

ABSENT: Commissioners Abbott, Bingler, Brown, Farnet, Fernandez, LaFranca, McKeithen, Palumbo, Romig, Schrenk, Shreves, Williams, and Vesich

STAFF: Bob Becker, Rob DeViney, John Hopper, Kevin Cox, George Parker, and Denise Joubert

GUESTS: Sarah Tan

A quorum was present and voting throughout the meeting.

The May minutes were approved.

President Hoffman welcomed and thanked everyone for coming.

In the President's report, Hoffman reported that his appointment to board of the Non-Flood Management Authority will expire in August, and anyone interested in representing City Park on this board should contact Hoffman or Becker.

Chief Executive Officer Becker reported that the State has agreed to bid the golf project. The State will review the plans and specifications and develop a new schedule prior to the project going out to bid. President Hoffman and Commissioner Susan Hess recommended thanking all Legislators in person for their support and effort in moving the project forward. Becker thanked Darryl Hunt for his help and guidance. In this session, we were successful in defeating efforts to remove the Fairgrounds funding and securing additional funds from the Fairgrounds dedication. The Legislature did move up all of the design funds for the Maintenance Complex but did not move up the money for the Splash Park project.

In the Management Report, Chief Executive Officer Becker reported that operating results for May exceeded expectations; year-to-date, we are ahead of plan by approximately \$57,000.

Becker also reported that we are completing work on a curriculum development for City Putt which should encourage school field trips. Teacher focus groups have been held, and we are working on transmitting the curriculum to teachers and schools.

A planning meeting was held with Voodoo to review changes to the plans and address issues from last year's event.

Chief Executive Officer Becker and Controller Kevin Cox presented and reviewed management's recommendations for the 2014-2015 operating budget. The recommended budget recognizes a continued loss in State general operating support and addresses this loss of revenue through increases in self-generated revenue. After review, Commissioner Cleland Powell moved to adopt the recommended budget, Commissioner Larry Katz seconded the motion, and the Board unanimously adopted the 2014-2015 budget.

Committee Report:

A&E – Commissioner Robert Lupo reported that a representative with Explore Science Observatory gave a presentation to the committee on a proposal to locate a science observatory in the Park.

Athletics – No Report

Golf – Commissioner Will Tregre reported on a meeting with Billy Casper and City Park Management to discuss pricing strategies to increase rounds played. A recommendation was made to offer discounted pricing after the peak morning hours to extend the peak play period. Secondly, Tregre reported that Billy Casper recommended reducing the price of a golf cart rental from \$15 to \$10, to make us competitive with other courses and encourage players to use the golf carts thereby decreasing play times. City Park Management has authorized Billy Casper to make those pricing changes.

Development – No Report

Finance – Commissioner Larry Katz commended Kevin Cox for his work on the budget.

Special Events/CITO – Commissioner Dessa Giffin reported on the July 3rd event on the Goldring/Woldenberg Great Lawn. Work continues on sponsorships and events for Celebration in the Oaks. The Hales family will chair the Celebration in the Oaks Family Preview Party with Janet Larue and Barbara Hammett as honorary chairs for the Celebration in the Oaks Preview Party.

Horticulture and Grounds – Commissioner Jane Brooks updated the board on various projects. The Committee discussed the potential of a Chinese Lanterns Festival to be held in 2016 in the Botanical Gardens. The committee discussed erecting a small fence at Morning Call to better delineate boundaries to deter continued encroachment. Some additional palms on the Great Lawn are showing signs of Texas Palm Disease. The recommended action is to remove the three diseased trees to prevent the disease from spreading. The Committee also discussed the installation for a Prospect 3 art exhibit, which has been secured for two years.

NOMA – No Report

Nominating – Commissioner Karen DeBlieux reported that the committee is continuing to review a list of potential board members.

Legal – No Report

Public Relations – Commissioner Edgar Chase reported that there were more than 470 photos in the photo contest which ended May 31st. An award ceremony held for the winners of the contest was well attended. The contest received tremendous coverage in The Advocate. President Hoffman thanked the staff for their efforts in organizing the contest. John Hopper reported that Linzey Powers, City Park Grants Manager, is relocating to Baltimore. She has been an incredible asset to the Park securing grants totaling nearly 10 million. A statue of Stanley Ray will be unveiled in City Putt at 10:15a.m.on June 27th. The New Orleans course at City Putt is sponsored by The Stanley Ray Trust.

Tennis – Commissioner Errol Laborde reported that text message alerts at Tennis are working well. Rob DeViney reported that summer camp is well attended. Laborde encouraged everyone to visit the Pro Shop which has lots of great merchandise.

Friends of City Park – Commissioner Mary Johnson reported that Friends currently have more than 3,800 members. The Friends have secured a Subaru Forester to be raffled on July 23rd at Friends Fest. Board members are not eligible to participate in raffle. Tickets are on sale for Martini Madness which is scheduled for September 19th in the Arbor Room. The ornament design for 2014 is the Lady Bug Roller Coaster.

Dog Park – No Report

New Business: President Hoffman noted Magic in the Moonlight is scheduled for October 17th and Dr. Mark Plotkin will conduct a lecture on September 13th in the Botanical Garden. Becker reported on the planning of a Beatles anniversary concert on September 16th in Tad Gormley Stadium.

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

The meeting was adjourned at 5:05p.m. The next meeting is scheduled for Tuesday, July 22, 2014 at 4:00p.m.

Denise Joubert
Recording Secretary

Jackie Shreves
Secretary