

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, October 22, 2013 at 4:00 p.m. by President Bill Hoffman. The meeting was held in the City Park Administration Building, located at 1 Palm Drive, New Orleans, Louisiana 70124.

PRESENT: Commissioners Bingler, Brooks, Brown, Chase, Clarkson, DeBlieux, Fernandez, Fierke, Giffin, Guidry (represented by Diana Raphael), Hales, Hess, Hoffman, Johnson, Katz, LaFranca, LeGrand, Lupo, Masinter, McKay, Pettus, Powell, Romig, Schrenk, Shreves and Sloss

ABSENT: Commissioners Crawford, Farnet, Laborde, McKeithen, Palumbo, Payton, Slone, Tregre and Vesich

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

GUESTS: Peter Hickman

A quorum was present and voting throughout the meeting.

President Hoffman welcomed and thanked everyone for coming. Hoffman mentioned Becker is being honored by Family Service as one of the Most Outstanding People for 2013 and will be honored at a gala held on October 23rd.

The September minutes were approved.

In the Management Report, Chief Executive Officer Becker reported operating results for September were ahead of plan for the first quarter of our fiscal year. City Putt continues to do well and helped us achieve our financial results. The endowment has exceeded \$3 million; we started at \$43,000.

The Voodoo Music Experience, which is scheduled for November 1, 2 and 3rd, has begun setting up in the Festival Grounds. Julie LaCour reviewed the site plan for the event and reported there is a strong security plan in place. President Hoffman would like feedback from anyone who attends. Becker said Friday will be intense due to high school football games being held at both stadiums.

Magic in the Moonlight, a fund raiser for the Garden, was very successful. Commissioner Mark Romig was the Master of Ceremonies for the event.

Becker reviewed the agreement with the Chicago Fire. Commissioner Andrea LeGrand, on behalf of the Athletic Services Committee, recommends the lease for approval. The board unanimously authorized PEPCO to enter into the agreement with Chicago Fire.

Beau Bassich is being honored by St. Elizabeth's Guild as a Hall of Fame Activist.

Committee Report:

A&E – Commissioner Edmund Schrenk updated the Board on various projects in the Park. The Committee discussed changes to the Master Plan which relocates the Splash Park to a new location mainly due to parking concerns. The Park entered into a contract with Burke Kleinpeter to conduct a study on the impact of Delgado students parking in the Park. The report will also offer suggestions of how other parks deal with parking issues from adjacent facilities. The Marconi Bike Path was ready to go out to bid but the Federal Government changed the funding formula. It was determined that the Recreation Trails grant can be used as a match therefore we substituted a previous application to add the bike path as a match. We await the final approval letter from the State before we go out to bid. Councilwoman Jackie Clarkson would like to be kept up-to-date on the project.

Athletics – Commissioner Andrea LeGrand reported that scoreboard and plumbing issues at Tad Gormley have been repaired. Joe Brown Park has begun hosting high school football games; it is too soon to see if there will be any impact on the Park. The fields at the Festival Grounds will be closed until mid-November due to Voodoo Music Experience. If anyone is interested in joining the Athletic Services Committee contact LeGrand.

Golf – Commissioner Paul Masinter reported the State has not released the Golf project for bidding because the Administration has not made the funds available in the Capital Outlay. The process, however has begun, by moving four large oaks trees and relocating them on the site.

Development – Commissioner Susan Hess reported the Committee is moving forward with the Capital Campaign for the Roller Coaster. Ten cars are available for sponsorship at \$25,000 each. Hess requested Board members to notify the committee if they know of any potential sponsors. The committee discussed hosting several small receptions called “Get To Know Your Park” to discuss the possibility of becoming a donor to the Park.

Finance – Commissioner Larry Katz noted financial performance has been strong both in terms of revenue and operating margins for the first 3 month of the new fiscal year, in part due to no hurricane this year. Golf was one area that struggled to meet budgeted revenues, which were \$62,000 below budget. However, lower than budgeted expenses meant that net declined by only \$6,000. Higher repair costs at Amusements and Tennis pressured margins there. Parkview Gift shop results continue to be strong, likely the result of increased activity from Morning Call.

A Resolution was presented to the Board adopting the Compliance questionnaire which is part of our annual audit. The Board unanimously adopted the Resolution.

Special Events/CITO – Commissioner Dessa Giffin updated the Board on upcoming events. Giffin thanked Superior Energy for a \$70,000 donation, she also thanked all board members who became sponsors. We received great reviews from the Louisiana Seafood Festival.

Horticulture and Grounds – Commissioner Jane Brooks updated the Board on various projects. Brooks reported a contractor is working to deal with drainage issues in Miniature Golf. The City Park hedges along Lelong Avenue will be removed. The removal of the hedges which are currently unmaintainable will open up the view of Big Lake area. Brooks mentioned the wildflowers on Roosevelt Mall in front of Tad Gormley Stadium are in bloom and receiving a lot of attention. A volunteer group will be working on landscaping in front of Morning Call. The committee discussed the possibility of planting additional trees along the path of the Festival Grounds after Voodoo Festival. A proposal was received from the Audubon Society and Tulane Grow Dat group for a bird corridor in Couturie Forest.

NOMA – Commissioner Paul Masinter reported discussions are ongoing in regards to the Sculpture Garden location and expansion project.

Nominating – Commissioner Larry Katz submitted the names of the officers for 2014 that will be put into nomination at this meeting and voted on at the November meeting. Those officers are Susan Hess, President-Elect; Bill Hoffman, President; Edmund Schrenk, Vice-President; Ronnie Slone, Vice-President; Karen DeBlieux, Vice-President; Larry Katz, Treasurer; and Jackie Shreves, Secretary. The Committee also recommends Edgar Chase, Edmund Schrenk and Marjorie McKeithen to serve a second four year term on the board. The Board will take action on these nominations at the November Board meeting.

Legal – Commissioner Paul Masinter reported work continues on the By-Laws and Articles of Incorporation.

Public Relations – Commissioner Edgar Chase reported the unveiling of the book by Kerri McCaffety will be held on November 25th at Ralph's on the Park. The book will be sold in the Botanical Garden gift shop for \$40.00.

Tennis – Becker reported the attendance for the R+L Carriers Tennis Tournament was low but are hopeful for larger attendance in the future.

Friends of City Park – Commissioner Mary Johnson reported Friends held a cocktail reception to thank the sponsors and donors of 2013 Lark and introduce the new committee for 2014 Lark, which will benefit the Carousel. Ghost in the Oaks was very successful. There are currently 3769 Friends members.

Dog Park – Commissioner Jackie Shreves reported 101 Donations netted \$49,000. The funds will be used for a shelter and walkway in the small dog park. There are currently 2270 permit holders.

New Business: Becker reported the City's Capital Budget has been approved by the planning commission. Included in the capital budget is 700,000 for the Park devoted to the new garden entrance. Councilwoman Clarkson responded the City hopes to sell the bonds late fall or early spring.

Public comment was then invited. Peter Hickman spoke on behalf of the Mid City Volleyball Group in regards to the potential to construct sand volleyball courts in the Park. Becker responded at this time there is no plan to construct volleyball courts but he has asked the City for \$2 million to fund a first-class volleyball complex.

The meeting was adjourned at 5:10 p.m. The next meeting is scheduled for Tuesday, November 26, 2013 at 4:00 pm.

Denise Joubert
Recording Secretary

Jackie Shreves
Secretary