

## 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, March 25, 2014 at 4:00p.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 Abbott, Brooks, Brown, Chase, Clarkson (represented by Susan Baxter), DeBlieux, Fernandez, Fierke, Giffin, Hoffman, Johnson, Katz, Laborde, LaFranca, LeGrand, Palumbo, Payton, Romig, Schrenk, Shreves, Slone, and Tregre

**ABSENT:** Commissioners Bingler, Farnet, Guidry, Hales, Hess, Lupo, Masinter, McKay, McKeithen, Pettus, Powell, Sloss and Vesich

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

**GUESTS:** Consuelo Duplass, Alentia Scott, Lance Hatten, Joe Llewellyn, Torrey Fingal, Della Hasselle

A quorum was present and voting throughout the meeting.

The February minutes were approved.

President Hoffman welcomed and thanked everyone for coming. Hoffman introduced Anne Abbott, the representative for the Botanical Garden Foundation.

Hoffman also introduced Lance Hatten, Superintendent of John Lafitte and New Orleans Jazz National Park who provided information on services the parks provide to the Community. Hoffman thanked him for coming.

Becker reported on Governor Jindal's recommendation for the State Capital Outlay Bill (HB2) for City Park and the Children's Museum. None of our projects which are ready for bidding were moved up in priority. A new project for the Botanical Garden was approved, but with no State funds. Hoffman asked if anyone has any contacts to reach out for help to have our projects moved up to Priority 1.

Hoffman reported a meeting has been scheduled with Mayor Landrieu to provide an update on the status of the Park.

In the Management Report, Chief Executive Officer Becker reported February is typically the worst month for the Park financially; however operating results for February were ahead of budget. The endowment has reached more than \$3.3 million.

President Hoffman has signed the Cooperative Endeavor Agreement with the Bayou District Foundation. The agreement has been sent to Baton Rouge as evidence of our progress on the project. Work continues on the Management Agreement.

The Cooperative Endeavor Agreement with the Louisiana Children's Museum has been sent to the Attorney General for his review.

A Resolution was unanimously passed authorizing PEPCO to enter into an agreement for the purpose of leasing 76 golf carts for 36 months at the Park's Golf Course.

A Resolution was unanimously passed authorizing Robert W. Becker, CEO by his signature to enter into any and all contractual obligations through December 31, 2015.

Becker announced that on April 17 all board members are invited to view the improvements in the Amusement Park and have lunch at the new Café. The contract has been signed for the new roller coaster and we are hopeful it will be in operation for Celebration in the Oaks.

*Committee Report:*

A&E – Commissioner Edmund Schrenk reported all projects are on hold due to not being advanced in the State Capital Outlay Bill. Schrenk discussed pursuing options to connect the North and South section of the Park in regards to vehicular and pedestrian traffic.

Athletics – Commissioner Andrea LeGrand reported work has begun on the replacement of the turf field at Pan American. The 2014 football draw took place with 18 games scheduled for Tad Gormley and 38 games at Pan American stadium.

Golf – Commissioner Will Tregre reported the course and driving range have been busy. Becker authorized Billy Casper to spend additional funds to recover from weather and be certain the course does not decline.

Development – John Hopper reported the Committee secured sponsorship for three roller coaster cars and a partial sponsorship for a fourth car. If anyone is interested in sponsoring a car, contact Liz Sloss or Susan Hess. The committee also discussed the development of Major Gifts prospects.

Finance – Commissioner Larry Katz reported year to date we are \$86,000 ahead of budget. Management continues to do a good job watching margins. Catering had very strong net margins thru Feb: 19% vs 15% planned. Rides, Storyland and City Putt are 42% net, as planned. Golf is doing well despite bad weather but tennis is under, primarily because of unbudgeted repairs. Concessions were budgeted somewhat aggressively.

Special Events/CITO – Commissioner Dessa Giffin updated the board on future events.

Horticulture and Grounds – Commissioner Jane Brooks updated the board on various projects. John Benton spoke to the committee about the treatment of the palm trees that have been infected

with Texas Palm Disease. The palms along Anseman have been removed and the palms around the Great Lawn are being treated. Benton also discussed an online tree inventory starting with the ancient grove oak trees. This program is currently being used by the Country Day and Tulane campuses. The committee is moving forward with planting 2 fields of wildflowers, planting ground cover around the Arbor Room, and ivy on buildings to prevent graffiti. Also discussed was the Prospect 3 art exhibit that is coming to the City. Becker stated we are currently pursuing a location for the Prospect sculpture.

NOMA – No Report

Nominating – Commissioner Mark Romig reported the committee will meet in April to elect a chair-person.

Legal – Becker reported the By-Law revisions are almost complete and will be presented to the Executive Committee for review.

Public Relations – Commissioner Edgar Chase reported the Committee is moving forward with a photography contest which will run from April until May. The tagline for the 160<sup>th</sup> anniversary of the Park is “Rooted in New Orleans since 1854.” Chase commended Earl Sires, the Volunteer Coordinator, for a great job and Amanda Frentz, Media Manager for tweeting photos to the news.

Tennis – Commissioner Errol Laborde reported the Grand Slam Tennis tournament was very successful.

Friends of City Park – Commissioner Mary Johnson reported Lark in the Park was a tremendous success. Johnson thanked the Board for their help and support. Johnson asked all board members to pass along any feedback received. Commissioner Karen DeBlieux congratulated the Friends for a fantastic event.

Dog Park – President Hoffman reported all improvements at the Dog Park have been completed.

New Business: Becker reminded everyone the Personal Financial Disclosure forms are due in Baton Rouge by May 15 and the Ethics training is due by December 31. Sexual Harassment training is also required; a disc will be provided for the training. Becker commended George Parker for successfully completing a Property Audit.

Public comment was then invited; Torrey Fingal of Juma Ventures provided information to raise awareness of his program.

The meeting was adjourned at 5:00pm. The next meeting is scheduled for Tuesday, April 22, 2014 at 4:00 pm.

---

Denise Joubert  
Recording Secretary

---

Jackie Shreves  
Secretary