

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, May 28, 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 Brooks, Brown, Chase, Clarkson (represented by Susan Baxter), Crawford, DeBlieux, Fierke, Guidry, Hales, Hess, Hoffman, Johnson, Katz, Laborde, LaFranca, LeGrand, Masinter, Palumbo, Shreves, Sloss, Tregre and Vesich

ABSENT: Commissioners Bingler, Farnet, Fernandez, Giffin, Lupo, McKay, McKeithen, Payton, Pettus, Powell, Romig, Schrenk and Slone

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

GUESTS:

A quorum was present and voting throughout the meeting.

President Hoffman welcomed everyone and congratulated Errol Laborde for winning the National City and Regional Magazine Association Award for "Column" for his monthly column in New Orleans Magazine.

Hoffman reported "Cork in the Park" and "Tail But No Black Tie" were very successful.

The April minutes were approved.

In his President's report, Hoffman reported that he, Becker, and Robert Lupo met with Mayor Landrieu and briefed him on the Park's progress and discussed issues important to the Park. President Hoffman also met with Senator Landrieu who is very optimistic the JFK land swap deal will be completed.

The new website has launched; contact John Hopper or Amanda Frenz if you have any comments. A commercial paid for by the BP grant is being shown on the internet in outer market cities.

In the Management Report, Chief Operations Officer Rob DeViney reported the opening of City Putt was very successful. DeViney thanked John Hopper and his staff for PR coverage of the City Putt grand opening and the launch of the new website.

DeViney reported that \$2,650,000 has been placed in the Governor's recommended capital budget and filed in HB 2 for the City Park Maintenance Complex improvements. The funds still have to go through the Legislative Session and remain in the Capital Outlay bill.

A meeting was held with the State and FEMA in regards to the roller coaster. FEMA requested further testing on the coaster's structure. We are waiting for the results from a metallurgist. The new fun house the "Wacky Shack," funded in part by Friends of City Park, is scheduled for delivery on June 12th.

Committee Report:

A&E – No Report

Athletics – Commissioner Andrea LeGrand updated the Board on upcoming events. LeGrand reported general maintenance work is underway for the upcoming football season.

Golf – The archeological analysis has been completed and we are waiting on the report. The number of rounds of golf is down 20% mainly due to inclement weather conditions. Commissioner Tregre commended Billy Casper Management for keeping expenses down despite a decrease in the number of rounds played.

Development – Commissioner Susan Hess reported Liz Sloss is Co-Chair of the Development committee. Hess requested board members notify the committee if they know anyone interested in representing the Park outside the region. The committee is moving forward with the Capital Campaign for the Roller Coaster and the Botanical Garden. The committee will also begin focusing on Planned Giving for the Park.

Finance – Commissioner Larry Katz noted some interesting trends that bode well for the Park, which he attributed to good management by Bob and the staff. However, Hurricane Isaac costs total around \$500,000, of which \$375,000 are expected to be reimbursed. While rounds at golf are down fairly significantly, lower costs have allowed net to only be below plan by \$26,000. Also, the Lady Bug is out of service, but revenues are slightly up over last year. Furthermore, these operations have high margins with nearly 50% of revenue dropping to the bottom line. While Concessions appears to be down over \$200,000, actually this is because we budgeted operating Parkview whereas we are actually collecting rent from Morning Call. Excluding this effect we are actually up \$19,000. Also, the Jr. Olympics was in last year's results, which generates close to \$100,000 in revenue. Most encouraging is that the net and net margins are higher and he gave praise to the efforts of Chad Harper, the Park's new Concessions Director for implementing better service and cash controls. Athletic Services, which traditionally has lost money, is actually net positive year to date and Larry thanked Andrea LeGrand and Denise Joubert for their good work. Finally, Larry pointed out that not only were Catering operations higher from a revenue standpoint, but also had higher margins. As more and bigger events are booked, a higher percentage drops to the bottom line because there are a certain amount of fixed costs associated with these operations.

Special Events/CITO – President Hoffman reported the Committee is working on enhancing the Celebration in the Oaks preview party. The Committee is working on an event scheduled for July 3rd on the Great Lawn. The Marine Corp band is scheduled to perform.

Horticulture and Grounds – Commissioner Jane Brooks updated the Board on various projects. Brooks thanked everyone who attended board planting day. The Committee discussed landscape maintenance at City Putt to control torpedo grass. Several trees planted near the shelter at the Festival Grounds are impeding the solar panels and need to be moved. Trees are being marked for the I-610 corridor planting, which will be done in sections.

NOMA – Commissioner Paul Masinter reported the World’s Fair Exhibit is currently on display at the museum. Becker participated in a panel discussion on the 1984 World’s Fair.

Nominating – No Report

Legal – Commissioner Paul Masinter reported the Committee is reviewing on-going legal issues.

Public Relations – Commissioner Edgar Chase reported the committee discussed analytics tracking of the Park’s media-buys.

Tennis – Commissioner Errol Laborde reported the Sunbelt conference requested to submit a bid for 2014.

Friends of City Park – Commissioner Mary Johnson reported Friends sold 21 new memberships the first weekend of City Putt. The Friends have secured a Subaru Outback be raffled through July 24th. Board members are not eligible to participate in raffle. A Public Service Announcement for the car raffle will air now through July 24th. Commissioner Johnson thanked Commissioner Larry Katz for including Friends in Dots Diners Charity contest. Friends came in second place and won \$1000.00. Shon Cowan Baker and Ashley Lauren Barocco will chair Martini Madness.

Dog Park – Commissioner Jackie Shreves reported there are more than 1800 permit holders. 101 Donations, NOLA City Bark’s fundraiser for improvements at the Dog Park, will be held August 24th in the Arbor Room. The new Dog Park T-Shirt will be unveiled soon.

New Business: New Orleans City Park was named one of the top 20 most beautiful city parks in the world by Travel and Leisure magazine.

DeViney asked everyone to keep Beau Bassich’s son Jimmy in your prayers, he is gravely ill.

Additional public comment was then invited; there was no additional public comment

The meeting was adjourned at 5:00 p.m. The next meeting is scheduled for Tuesday, June 25, 2013 at 4:00 pm.

Denise Joubert
Recording Secretary

Jackie Shreves
Secretary