

**MINUTES OF THE MEETING OF THE IRBY/FINANCE COMMITTEE OF THE
BOARD OF DIRECTORS, LOUISIANA STATE MUSEUM (LSM)
NEW ORLEANS JAZZ MUSEUM
400 ESPLANADE AVE NEW ORLEANS, LA. 70116
THURSDAY, JULY 23, 2026
11:30AM**

MEMBERS PRESENT: Darryl Gissel, Karl Connor, Thelma French, Wendy Lodrig.

MEMBERS ABSENT: Kevin Kelly

BOARD MEMBERS PRESENT: Florence Jumonville, Mary Coulon, Sandy Shilstone, Suzanne Perlis.

LSM STAFF PRESENT: Ashley Voorhies, Blaze D'Amico, Rebecca (Becky) Mackie, Jeffery Anding,
Nicole Coleman.

OTHERS PRESENT: McEnery Representatives, Rosy Wilson, Peter Raymond.

1. **Call to Order** – Darryl Gissel called the meeting to order at 11:31 am.
2. **Adoption of the Agenda** – Wendy Lodrig motioned to adopt the agenda. The motion was seconded by Thelma French, and it was unanimously approved.
3. **Adoption of the Minutes from the Irby/Finance Committee held June 25, 2026** – Thelma French motioned to adopt the minutes. The motion was seconded by Karl Connor, and it was unanimously approved.
4. **Public Comments-** No Public Comments
5. **Lower Pontalba Apartment Dashboard** –
 - a. **Commercial Updates** – Wendy Lodrig thanked Bobby Quintal and the Fives team for promptly providing the revised project proposal on Sandstone letterhead following the previous meeting. She expressed the Board's appreciation for their responsiveness and for submitting a clear and comprehensive document outlining the proposed project.
 - b. **Residential Updates** – The Committee discussed a request to make an exception to the Lower Pontalba no-pets policy for a prospective tenant interested in leasing 811 Decatur Street 3rd floor with two indoor cats. Rosie Wilson explained that the applicant was otherwise well qualified and suggested that a substantial non-refundable pet deposit and additional lease conditions could help protect the property.

Board members discussed the pros and cons of the request.

Wendy Lodrig motioned to reject the prospective tenant's request for an exception to the Lower Pontalba no-pets policy. The motion was seconded by Karl Connor and passed unanimously.

The Committee discussed offering a leasing incentive for the vacant 811 Decatur Street 3rd floor. After considering several options, including utility concessions and rent adjustments, the Committee agreed that offering the first month of rent free would be the most appropriate promotional incentive. Becky Mackie noted that staff would provide the Committee with information on the financial impact of the vacancy and document the value of the incentive in the next meeting's minutes.

Wendy Lodrig motioned to authorize the property manager to offer a first month's rent-free promotional incentive for the vacant 811 Decatur Street 3rd floor unit as part of her leasing strategy. The motion was seconded by Thelma French and passed unanimously.

6. **Financial Report** – Becky Mackie requested approval to allocate \$33,000 from the Irby Trust to support digital marketing efforts. She explained that reduced marketing support from the Department of Tourism could impact the museum's search engine optimization (SEO), search engine marketing (SEM), and social media campaigns, which have significantly increased museum visibility and attendance. The Committee discussed the importance of maintaining these marketing efforts while exploring the most cost-effective method for securing the services.

Wendy Lodrig motioned to approve the allocation of \$33,000 from the Irby Trust to support digital marketing efforts to maintain the museum's online marketing initiatives. The motion was seconded by Thelma French and passed unanimously.

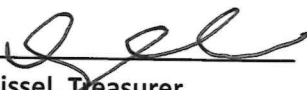
7. **Property Management Report** – The Committee discussed creating a Lower Pontalba Merchant Association to improve collaboration among commercial tenants on marketing, events, signage, and public safety. Becky Mackie also reported ongoing coordination with local law enforcement and outreach partners to improve safety around the Lower Pontalba properties.

8. **Old Business**- No old business was discussed

9. **New Business** – No new business was discussed

10. **Adjourn** – Meeting adjourned at 12:28 PM

Minutes Accepted


Darryl Gissel, Treasurer