

A board meeting of the City Park Improvement Association (CPIA) was called to order on Tuesday, April 22, 2025, at 4:00 pm. The meeting was held at the City Park Administration Building.

PRESENT: Adams, Arata, Dale, Grenrood, Hales, Hardie, Keller, King, Laborde, Lappa, Murray, Sherman, Sims, Sterbcow, Turner, Waller, and Watler

ABSENT: Davis, Giarrusso, Green, Harris, Hilferty, Robin, and Solomon

STAFF: Rebecca Dietz, Casie Duplechain, Keith Hemel, Randy Odinet, Gina Trapani, Lauren Clay, Brian Daly, Keith Claverie, and Denise Joubert

Guest: Liz Sloss, Nicholas Walsh, Kevin Allan, Diane Hollis

CHAIRS REPORT

In the Chair's report, David Waller called the meeting to order and reported:

PUBLIC COMMENT: **Anyone** wishing to comment on any items on the agenda must sign the sign-in sheet and indicate the item they wish to comment on.

There were no public comments.

A motion was made to accept the minutes of the February 25, 2025, meeting, as circulated via email. The motion was seconded, voted on, and approved unanimously.

MANAGEMENT REPORT

In the Management Report, Rebecca Dietz, President and Chief Executive Officer, reported:

The park was extremely busy over the Easter weekend, she commended Brian Daly and the staff for cleaning up in a timely manner.

Legislative Update:

We submitted a capital outlay request to the State for the following:

- Renovation of the Practice Track
- Tad Gormley Stadium Renovation study
- Renovation of the golf driving range structure

Federal Appropriations

- Congressman Carter: submitted request for Stormwater Management
- Senator Cassidy and Senator Kennedy: submitted request for Native Trail Restoration
- Congressman Scalise – National Park Service (working to remove Success Designation)

Athletics Update:

- Tad Gormley Stadium
 - Scoreboard panel replacement
- Pan American Stadium
 - Light replacement – in progress
 - Phase 3 renovations – under budget consideration
- Golf
 - LIV Golf is considering City Park as a potential location for its US tournament.
 - Renovation of the driving range and the structure

Nicholas Walsh and Kevin Allan, Changing Our World Fundraising and Development Consultants, delivered a presentation to help with the planning, design, and implementation of the capital campaign to support the Master Plan initiative. He provided a fundraising update that included the goals, progress to date, fundamentals of a capital campaign, working timeframe, and next steps.

FINANCE

Hemel reviewed the consolidated dashboard and reported:

- CPIA Net Operating Income - \$2.7MM
- CPIA Unrestricted Cash - \$1.3MM
- CPIA Accounts Receivable- \$2.5MM
- CPIA City TIF balance - \$479,000
- CPIA Designated Endowment - \$1.1MM
- CPC Net Income - \$2.3MM
- CPC Restricted Funds - \$2.6MM
- CPC Deferred Revenue -\$1.6MM
- Operating Reserves - \$3.5MM
- CPC Long Term Investments - \$14.6MM
- CPC Pledge Receivables - \$2.7MM (secured naming rights gift)

Government funding

- Slot Tax -\$1.6MM
- City Millage - \$2.2 through March

Reviewed department over/under budget

- Revenue for Special Events and Athletics exceeded the budget mainly due to Super Bowl events.

- Golf exceeded budget

COVID expense reimbursement – moved to Phase II

Long-term investments with Fiducient have exceeded the target allocation by seven basis points.

MASTER PLAN/COMMUNITY ENGAGEMENT

Casie Duplechain, Chief External Relations Officer, provided an overview of Master Plan Community Engagement:

- Six community meetings with over 1500 attendees
- Four Ideas Youth Committee meetings
- Over 30 focus group meetings
- Over 5200 survey responses
- Over 30,000 community members provided feedback via a survey
- The next public meeting will be held on June 25

Randy Odinet, Vice President and Chief Planning Officer, reported:

HR&A Advisors will develop an updated business plan to reflect the funding of current and future operations. This plan will include the following:

Market study and opportunities assessment

- Sociodemographic conditions
- Programming conditions and opportunities
- Athletics demand

Business Plan

- Budget implications for master plan full buildout
- Phasing considerations
- Pricing recommendations
- Narrative to support funding strategy

Odinet reviewed opportunities for existing and potential revenue-generating facilities.

Maintenance & Operations Assessment

ETM Associates will prepare a maintenance and operations assessment that includes operating costs and staff predictions for the master plan, based on existing operations.

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OPERATIONS

Brian Daly, Chief Operations Officer, reported:

- Currently interviewing for the following open positions
 - Director of Grounds
 - Arborist
- Recently hired
 - Horticulturalist II
- Intentional land management initiatives
 - Wildflowers
 - Doctors Grove
 - Scout Island Invasive Removal

DEVELOPMENT/MEMBERSHIP

Gina Trapani, Chief Philanthropy Officer, reported:

Upcoming solicitations:

- Give NOLA Day – May 6
- Lapsed Friends of City Park member campaign
- Spring annual fund solicitation
- 2025 event sponsorships
- In May, Ralph's on the Park will donate a portion of the proceeds from a custom-created cocktail.

Upcoming Events:

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|----------------------------------|---------------------------|
| • Heart of the Park Hat Luncheon | April 30, 2025 (sold-out) |
| • Friends Fest | June 11, 2025 |
| • Happy 3 rd of July | July 3, 2025 |

MEMBERSHIP

Membership as of April 15, 2025

- Members - 4,143
- City Park - 1,408

EXTERNAL PUBLIC RELATIONS

Casie Duplechain reported:

- A request for proposal was issued for Marketing & Advertising Strategic Services to develop a three-year marketing strategy. Proposals are due by Friday, April 25.

The meeting was adjourned at 5:00 p.m.