

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, January 29, 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), Fernandez, Fierke, Giffin, Guidry, Hales, Hess, Hoffman, Johnson, Katz, Laborde, LaFranca, LeGrand, Lupo, McKay, Payton, Pettus, Powell, Schrenk, Shreves, Slone, Sloss, and Tregre

ABSENT: Commissioners Bingler, Farnet, Masinter, McKeithen, Palumbo, Romig Schoen and Vesich

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

GUESTS: Alan Heintzen

A quorum was present and voting throughout the meeting.

President Hoffman welcomed everyone and said it has been an exciting twenty-nine days as Board President. Hoffman thanked Commissioners who serve on a Committee and asked all Commissioners to review the Board Committee Assignments and advise if there are any changes.

The December minutes were approved.

President Hoffman introduced Alan Heintzen, a former Board Member and a member of the PEPCO Board.

In his Management Report, Chief Executive Officer Becker reported operating results for December were ahead of budget. Celebration in the Oaks was very successful and a total of 140,000 people attended the event over thirty-one days. Celebration represents 15% of total revenue for the year.

The dedication for the Festival Grounds was held on December 17th. Becker thanked all Board Members who attended the dedication. Hogs for the Cause is scheduled for March 23rd on the Festival Grounds with potentially 30,000 people attending.

Several major events revolving around the Super Bowl will be held in the Park including ESPN party and halftime practice in Tad Gormley Stadium, NFL Owner's party in the picnic area next to Amusements, as well as numerous events being held at the Art Museum. The three events in the Park will produce unbudgeted revenue.

Becker is in the process of scheduling a Board Retreat and will keep you updated on the chosen date.

Committee Report:

A&E – Commissioner Edmund Schrenk updated the Board on various projects in the Park. The committee visited the miniature golf site and reported the building and course are behind schedule. The Police Stables project is ongoing. Schrenk reviewed projects which are part of Federal Transportation Appropriations secured by Senator Mary Landrieu.

Athletics – No Report

Golf – Commissioner Will Tregre reported the State completed the review of construction drawings. We are waiting for FEMA to complete environmental assessment and review of damage assessment. Once completed the Park can finalize agreement with Bayou District Foundation and go out to bid.

Development – Commissioner Susan Hess reported the Park commissioned a Consultant to develop a five-year Strategic Development Plan for the Park. The Executive Committee will review the plan, which will be discussed at the Board Retreat.

Finance – Commissioner Larry Katz reviewed the Celebration in the Oaks comparative summary from 2012 compared to previous years which reflect a small increase in ride tickets and a major increase in the Concessions area. The event was very successful despite issues with the train, as well as the implementation the new minor escort policy. The claim for the roller coaster has been reformatted and sent to Washington for review.

A discussion took place regarding minimizing long entrance lines. Management will discuss the issues in a follow up meeting with staff. Laborde asked if we are pleased with the coverage Channel 8 is providing. Management will meet with the station to evaluate the coverage and provide suggestions of changes next year.

Special Events/CITO – Commissioner Dessa Giffin reported the Committee is working on formulating a Master calendar.

Horticulture and Grounds – Commissioner Jane Brooks updated the Board on various projects. Brooks reported Dan Preziosi has been promoted to Assistant Director of Botanical Garden. The Committee discussed Festival Grounds landscaping and efforts to further shade the path and screen railroad tracks and a portion of Christian Bros. Tulane Grow Dat would like to expand their growing area.

NOMA – No Report

Nominating – According to the By-Laws, the President makes all appointments to the Committees with the exception of the Nominating Committee which is voted on by the Board. The Nominating Committee members are Larry Katz, Errol Laborde, Edgar Chase, Tom Fierke,

and Mark Romig. If anyone is interested in serving on the Nominating Committee contact Larry Katz or Bob Becker. The election for the Nominating Committee will be held at the February meeting.

Legal – No Report

Public Relations – John Hopper reported Saks Fifth Avenue has partnered with City Park for the month of February. When you shop and use your Saks credit card they will donate 5% of your total sale to the Park.

Tennis – Commissioner Errol Laborde reported the committee is discussing projects for funds allocated by the State Legislature for Tennis. Tulane is currently practicing at the Pepsi Tennis Center.

Friends of City Park – Commissioner Mary Johnson reported Friends currently has more than 3500 members. Lark in the Park is scheduled for March 15th and the theme for the event is “Cabana Nights,” with the funds dedicated toward the Cabana Plaza in the Splash Park.

Dog Park – Commissioner Jackie Shreves reported Lindsey Goldring and Zak George from Animal Planet will be at the Dog Park on February 2nd offering training and answering questions.

New Business: Tails But No Black Tie, the fundraiser for Equest Farms, has been tentatively rescheduled for May 18, 2013.

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, February 26, 2013 at 4:00 pm.

Denise Joubert
Recording Secretary

Jackie Shreves
Secretary