

## 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 Friday, January 31, 2014 at noon 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 Chase, DeBlieux, Hales, Hess, Hoffman, Johnson, Katz, Laborde, LaFranca, LeGrand, Lupo, Masinter, McKay, Palumbo, Shreves, Sloss and Vesich

**ABSENT:** Commissioners Bingler, Brooks, Brown, Clarkson, Crawford, Farnet, Fernandez, Fierke, Giffin, Guidry, McKeithen, Payton, Pettus, Powell, Romig, Schrenk, Slone and Tregre

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

**GUESTS:** Joey Richard and Brandy Smith

A quorum was present and voting throughout the meeting.

The December minutes were approved.

President Hoffman welcomed and thanked everyone for coming.

Joey Richard with Postlethwaite & Netterville, who is the independent auditor for the Park presented his financial audit and delivered a positive report. He reported there are no negative audit findings. President Hoffman thanked Kevin Cox and his staff for their assistance with the audit.

In the Management Report, Chief Executive Officer Becker reported Celebration in the Oaks results are below plan due to inclement weather conditions. Management is prepared to deal with the shortfall. Fortunately we carried a budget surplus into the event, which will help modify the impact. We will closely monitor our expenses during the rest of the fiscal year.

The roller coaster was finally approved for funding and a contract has been signed for the new coaster.

A discussion took place on the new Archdiocese uniform grade-level structure and the affect it will have on Christian Brothers.

The Park received an award for "Great Place in Louisiana" sponsored by American Planning Association.

A Public Hearing is scheduled for February 18<sup>th</sup> to discuss changes to the Master Plan. Commissioner Errol Laborde asked about the Park's vision in regards to adding beach volleyball to the Master Plan. Becker said the Park will consider adding beach volleyball to the Master Plan in the future.

April 1854 is when City Park came into existence as a public park! In April, the Park will be 160 years old!

#### *Committee Report:*

A&E – Commissioner Robert Lupo reported the committee reviewed the study by Burk Kleinpeter on the impact of Delgado students parking in the Park and will meet with representatives from Delgado to review the findings and suggestions.

Athletics – Commissioner Andrea LeGrand reported the turf field at Pan American is scheduled to be replaced in March. The contract extension with the Chicago Fire has been executed and they will begin taking control of the shelter.

Golf – No Report

Development – Commissioner Liz Sloss reported the Committee received a \$25,000 grant from the Libby-Dufour Fund to support the ropes facility and a \$25,000 grant from the Jones Family Foundation for the playground at the Festival Grounds. The Committee secured sponsorship for two roller coaster cars and a partial sponsorship for a third car. If anyone is interested in sponsoring a car contact Liz Sloss or Susan Hess.

Finance – Commissioner Larry Katz reported Morning Call is doing very well at City Park location, which should be a positive factor when the lease comes up for renewal. The Cooperative Endeavor Agreement with Morning Call expires on 8/21/2015 with 2 two year renewal options. The first two year renewal option is at Morning Call's sole discretion, while the second two year renewal option requires mutual agreement of both Morning Call and City Park. On a separate note, Katz discussed the point-of-sale system that was implemented a few years ago has been very effective at reducing the risks of cash loss. Last year, City Park handled approximately \$3 million in currency with minor losses. He commended Rob DeViney and Kevin Cox for the success in executing good controls to safeguard City Park's revenues.

Special Events/CITO – No Report

Horticulture and Grounds – Commissioner Andrea LeGrand reported the Committee met with Andrew Loyd from the LSU Agricultural Extension Service to discuss the disease attacking the mature palm trees along Anseman. The recommended action is to remove the diseased trees and to treat the palms that are not showing symptoms of the disease. The Committee also discussed a

list of possible additional planting/grounds improvement projects to undertake during 2014 and developed criteria to prioritize the projects.

NOMA – Commissioner Paul Masinter reported NOMA hosted the annual meeting of the American Association of Museum Directors which was successful. Art In Bloom fundraiser will take place in March.

Nominating – Commissioner Larry Katz reported the Nominating Committee consists of Commissioners Larry Katz, Errol Laborde, Tom Fierke, Mark Romig, Edgar Chase, Dessa Giffin and Karen Fernandez. For 2014 Commissioners Katz, Laborde and Fierke's four-year terms expire, therefore there will be three vacancies. 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 – Commissioner Paul Masinter reported the committee is reviewing ongoing legal issues.

Public Relations – Commissioner Edgar Chase reported the Committee is moving forward with a photography contest which will run from April until June. The Committee also discussed if competition from other holiday displays had any effect on Celebration in the Oaks. Chase thanked the Committee for doing a tremendous job keeping up with competition and focusing on better ways to serve departments. Commissioner Susan Hess suggested adding signage informing visitors of all attractions in the Park. Becker stated we are currently looking into signage and a variable message sign to display upcoming events. Commissioner Larry Katz said the VMS system would be a great way to thank sponsors of the Park.

Tennis – Commissioner Errol Laborde reported the Committee discussed expanding the tennis courts to incorporate the Lagoon area. The Committee also discussed Pickle Ball, which is a cross between tennis and wiffle ball.

Friends of City Park – Commissioner Mary Johnson reported Friends currently has more than 3800 members. Lark in the Park is scheduled for March 14th with the funds dedicated toward the restoration of the Carousel. Johnson thanked all board members who completed sponsorship forms, as well as Capital One for being a major sponsor of Lark. Friends have secured a Subaru Forester and Vespa to be raffled. Lark in the Park is the cover story of the February issue of the St. Charles Avenue magazine. Johnson also thanked P&N for furnishing volunteers at events.

Dog Park – Commissioner Jackie Shreves reported Melanie Paulina has been hired as Administrative Assistant for the Dog Park. Her duties will also include assisting Julie LaCour with Celebration in the Oaks. Dog Park will celebrate its 4<sup>th</sup> year anniversary in March. Work is scheduled to begin on the shelter for the small Dog Park.

New Business:

Public comment was then invited.

The meeting was adjourned at 1:30 p.m. The next meeting is scheduled for Tuesday, February 25, 2014 at 4:00 pm.

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Denise Joubert  
Recording Secretary

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Jackie Shreves  
Secretary