

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, September 23, 2014 at 4:00p.m. by President William Hoffman. The meeting was held in the City Park Administration Building, located at 1 Palm Drive, New Orleans, Louisiana 70124.

PRESENT: Commissioners Abbott, Bingler, Brooks, Chase, DeBlieux, Fierke, Giffin, Guidry, Hess, Hoffman, Johnson, Katz, Laborde, LaFranca, LeGrand, Lupo, McKay, Palumbo, Payton, Pettus, Romig, Seamon, Schrenk, Shreves, and Slone

ABSENT: Commissioners Brown, Farnet, Fernandez, Hales, Masinter, McKeithen, Powell, Sloss, Tregre, and Williams

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

GUESTS: Trevor Haynes, Jude Olinger and Fritz Esker

A quorum was present and voting throughout the meeting.

The July minutes were approved.

President Hoffman welcomed and thanked everyone for coming. Hoffman introduced Ray Seamon as the Governor's appointee to the Board.

In the Management Report, Chief Executive Officer Becker reported that July and August are typically two of the slowest months for the Park financially; however, operating results for July and August were ahead of budget. The Park finally received reimbursement from FEMA for debris removal claims from Hurricane Isaac. Becker gave credit to Kevin Cox and Rob DeViney for their efforts to secure the funds.

Becker reported that the golf course project is out to bid and final bids are expected by the end of October. The Beatles anniversary concert held on September 16th in Tad Gormley stadium was very successful. Our new food truck has arrived and made its debut at the Beatles concert.

Becker reviewed a summary of the major concepts contained in the First Amendment to Lease Agreement between New Orleans City Park Improvement Association and New Orleans Museum of Art providing for, among other things, an additional 6.5 acres to be added to the Lease Premises comprising the Sculpture Garden and a revised term. Commissioner Edgar Chase stated this expansion would be a wonderful asset for City Park. After a brief discussion a motion was made by Commissioner Edgar Chase, seconded by Commissioner Robert Lupo, and unanimously adopted to approve the Amendment to the original Lease Agreement. Becker thanked Trevor Haynes with Foley and Judell for all his efforts.

Becker reviewed a summary of the changes to the existing By-Laws proposed by the By-Laws Committee, which had previously been circulated to the Board in July for review and comment. After a brief discussion a motion was made by Commissioner Ronnie Slone, seconded by Commissioner Karen DeBlieux, and unanimously adopted to approve and adopt the Amended and Restated By-Laws of the New Orleans City Park Improvement Association.

President Hoffman stated that work continues on the Cooperative Endeavor Agreement for the Louisiana Children's Museum.

Jude Olinger of the Olinger Group presented the 2013 Needs Assessment Survey to the Board. Highlights include favorable response to the Park's activities and upkeep, as well as an increase in the number of visits to the Park. If anyone is interested in receiving a copy of the survey contact Becker.

Committee Reports:

A&E – Commissioner Edmund Schrenk updated the board on various projects. Schrenk reported that the committee reviewed a proposal from Tulane City Center to construct a boardwalk from the current Grow Dat campus to the lagoon's edge, as well as a greenhouse for their campus. Work continues on the bridge in Couturie Forest. The pilings have been driven for the new roller coaster. The Marconi Bike Path and the Tri-Centennial project are both waiting for the State to authorize bidding.

Athletics – Commissioner Andrea LeGrand reported that both stadiums are very busy with football. A meeting took place with Chicago Fire to finalize plans for various improvements at the Marconi Soccer complex. The fencing work along Marconi should begin in a couple of weeks. The Park is also reviewing the possibility of developing a sports field on Marconi and Harrison, opposite the baseball field.

Golf – No Report

Development – Commissioner Susan Hess reported that the Committee is working on sponsorship opportunities for the Splash Park and the Botanical Garden entrance. The Committee secured sponsorship for six roller coaster cars. Kathy and Edmund Schrenk will host a development gathering at their home. The development department is in the process of developing the Oak Society. The Oak Society will recognize annual giving over \$1,000. It will be used as a way to initially engage major donor prospects.

Finance – Commissioner Larry Katz noted that margins in the Park's major revenue departments were strong in comparison to both the prior year results and the current year budget. He complimented Tennis Director Patti Todd and Commissioner Errol Laborde for the excellent financial performance of the Tennis facility. He noted that pre Katrina, Tennis operations barely broke even and today tennis is a major revenue source for the Park.

Special Events/CITO – Commissioner Dessa Giffin reported on upcoming events. The Seafood Festival is scheduled for October 10, 11th and 12th at the Festival Grounds. Work continues on sponsorships and events for Celebration in the Oaks.

Horticulture and Grounds – Commissioner Jane Brooks updated the board on various projects. The Committee discussed developing a landscaping policy for along Bayou St. John. The committee also discussed a lightning protection plan for the Historic Live Oak trees; the approximate cost is \$3,300 per tree. Becker and representatives from the Bayou District Foundation did a systematic tour of the golf course in an effort to minimize the number of trees which need to be removed. Significant progress was made in reducing the total.

NOMA – No Report

Nominating – Commissioner Karen DeBlieux reported that the committee is continuing to review a list of potential board members and will present their recommendations at the October board meeting.

Legal – No Report

Public Relations – Commissioner Edgar Chase reported that the committee reviewed the proper protocol for handling negative news. Chase commended the staff for improvements of web-site management.

Tennis – Commissioner Errol Laborde reported that Tennis has begun hosting Friday night tennis socials which have been well received.

Friends of City Park – Commissioner Mary Johnson reported that Martini Madness was successful. The funds will be used for the roller coaster station enhancements. Councilwoman Susan Guidry congratulated the Friends for a wonderful event. There are currently more than 3,900 members, and the retention rate increased significantly over the last couple of years. The ornament design for 2014 is the Lady Bug Roller Coaster.

Dog Park – Commissioner Jackie Shreves reported that the Dog Park has nearly 2,000 visits per week, as well as visitors from fifteen states.

New Business: Commissioner Ann Abbott reported the Botanical Garden Foundation is excited about the Sculpture Garden expansion. Magic in the Moonlight is scheduled for October 17th; funds will be used for the new entrance to the garden. A lecture by Dr. Mark Plotkin was well received. Jenks Farmer is the speaker for the April 7th symposium. President Hoffman mentioned an article in the packet which highlights Commissioner Robert Lupo's volunteer efforts in the community.

Public comment was then invited; there were no public comments.

The meeting was adjourned at 5:40p.m. The next meeting is scheduled for Tuesday, October 28, 2014 at 4:00p.m.

Denise Joubert
Recording Secretary

Jackie Shreves
Secretary