

A board meeting of the Board of Commissioners (the "Board") of the New Orleans City Park Improvement Association (the "NOCPIA") was called to order Tuesday, February 27, 2024, at 4 p.m. The meeting was held in person at the City Park Administration Building.

PRESENT: Commissioners Adams, Arata, Dale, Giarrusso, King, Laborde, Murray, Sherman, Sterbcow, Turner, and Waller

ABSENT: Commissioners Coaxum, Green, Hardie, Keller, Leger, and Robin

STAFF: Cara Lambright, Randy Odinet, Keith Hemel, Casie Duplechain, Rebecca Dietz, Keith Claverie, Chris Maitre, and Denise Joubert

GUESTS: Keith Tregle

Chairman David Waller called the meeting to order and thanked everyone for coming. He stressed the importance of attending board meetings.

A quorum was present and voting throughout the meeting.

A motion was made to accept the minutes from the December 12, 2023, meeting, as circulated via email. The motion was seconded, voted on, and approved unanimously.

PUBLIC COMMENT There were no public comments.

OPERATIONS

Chris Maitre, Chief Operating Officer, provided an update on New Orleans Youth Tennis.

New Orleans Youth Tennis is one of four community tennis user groups with free court use. They are consistently scheduled on Saturdays during peak hours. We are working to accommodate community tennis programming and balance with peak use. We offered New Orleans Youth Tennis a contract at an alternate time, but they declined to sign. The other three groups have now signed agreements and submitted certificates of insurance. We also recommended New Orleans Youth Tennis to the Louisiana Tennis Association for assistance in applying for a grant.

FINANCE

Keith Hemel, Chief Financial Officer, introduced Keith Tregle, the independent auditor for the park. Mr. Tregle thanked City Park for the opportunity to perform the audit. Tregle presented the financial audit for FY23 and issued a clean unqualified opinion. Following a discussion, Keith Hemel stated that the joint CPC/CPIA Finance Committee recommends the audit for board approval. The board voted unanimously to approve the financial audit report for FY23. Waller thanked Tregle for his time and effort regarding the audit.

Keith Hemel, Chief Financial Officer, reviewed the year-to-date financial statements and reported:

- CPC Restricted funds - \$5.8 (includes FOCP and endowments)
 - \$1.6M restricted funds from the Friends of City Park merger, \$2.4M related to endowments with CPC.
- All CPIA unrestricted funds from last year has moved over to CPC, reducing the balance in CPIA.
- CPIA Accounts Receivable- \$795,000 (\$604,000 related to 2nd quarter slot tax reimbursement)
- CPIA Deferred Revenue - \$166,000 deposit from Voodoo.

Departments Over/Under Budget

- Tennis, Police, Celebration in the Oaks. Concessions, Catering, and Amusements, net revenue are over budget.
Golf, Storyland, Special Events, City Putt, and Athletics net revenue are below budget.

Hemel also reviewed Government funding, outstanding FEMA receivables, and grant proposals.

MANAGEMENT REPORT

In the Management Report, Cara Lambright, President and Chief Executive Officer, reported:

- She met with The Bayou District Foundation to discuss non-compliance with the Cooperative Endeavor Agreement specifically related to the audit. There was a brief discussion regarding the subsequent course of action.
- Dan Preziosi, Director of Grounds has resigned due to relocating.
- Kyre Rassamni, has been hired as Director of the Botanical Garden.
- An RFP has been issued for a Capital Campaign Consultant
- Mayra Pineda will be recognized by the University of Holy Cross as the recipient of the Spes Unica award.

Lambright summarized the Strategic Plan review process:

- The CPC board and CPIA Executive Committee participated in a strategic planning session facilitated by Larry Vaclavik of Dini Spears.
- Strategic issues were addressed by staff with a proposed plan of action.
- A draft report was sent to the CPC board and the CPIA executive committee.
- A Teams meeting was held for any questions.
- The CPC board unanimously adopted the Strategic Plan at its January meeting.

GOVERNANCE

Emily Arata reported that the Governance Committee met and recommended that an Executive staff member serve as the CPIA appointee of the Lakefront Management Authority Board of Directors. A resolution approving the appointment of an Executive staff member to the Lakefront Management Authority's board was unanimously approved.

Peggy Laborde, CPIA's representative on the NOMA board, said that, Art in Bloom is scheduled for March 13. A new exhibit "Prohibition and Resistance in the South" will begin on March 1.

MASTER PLAN/CAPITAL PROJECTS

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

The Master Plan design team is still developing the fundamental concepts of the wooded island based on feedback from prior meetings. He shared several diagrams of various options for the wooded island, including the preferred promenade, and the 610-railroad underpass as the entrance.

Cara Lambright provided an update on the park's relationship with Grow Dat

- Grow Dat occupies a critical location as it relates to the Master Plan
- 3-year notice of possible Master Plan Impact
- The contract is with Tulane and Grow Dat is behind on rent payments

The next public meeting will focus on lakes, lagoons, and water systems. The design team will organize a discussion around 4 core concepts.

- Celebrate Water as the Unifying Park Experience
- Improve water quality within the Park
- Integrate water systems into the Park Design
- Improve stormwater management in the Park

Casie Duplechain shared the schedule of the upcoming Master Plan public meetings. The next public meeting will be held on March 21 at Dillard University

She reviewed the following Community Outreach Initiatives

- Continue to work with minority media outlets to promote upcoming public meetings.
- City Park history stations to narrate the park's history by highlighting pivotal moments.
- Issue an RFP to research the history of segregation in City Park.
- Develop a campaign to gather park-related stories and provide a safe environment for sharing experiences.

DEVELOPMENT

Casie Duplechain, Chief Philanthropy and Engagement Officer reported:

- Celebration in the Oak 2023 generated the highest revenue to date.
- Sponsorship of the Holiday Express Train Depot by Ochsner Children's
- Partnered with local nonprofits to provide social services to underserved residents. There were 25 non-profits that requested tickets.

Upcoming Fundraising Events:

- Lark in the Park – March 8
 - Lark in the Park will launch our litter abatement campaign which will run until May 7.
- Heart of the Park Hat Luncheon – April 24

MEMBERSHIP

Memberships as of February 24, 2023

- Members - 4,298
- New Members - 55
- Monthly Renewal Rate – 67%
- Cumulative Renewal Rate – 79%
- Monetary Goal – 50% to goal

The meeting was adjourned at 5:15 p.m.

