

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, October 22, 2024, at 4 p.m. The meeting was held in person at the City Park Administration Building.

PRESENT: Commissioners Adams, Arata, Dale, Hardie, Hilferty, Laborde, King, Laborde, Murray, Sterbcow, Turner, Waller, and Watler

ABSENT: Commissioners Giarrusso, Green, Harris, Keller, Lappa, Robin, Sherman, and Solomon

STAFF: Rebecca Dietz, Randy Odinet, Keith Hemel, Casie Duplechain, Keith Claverie, Antonia Keller, and Denise Joubert

GUESTS: Diane Hollis, Brian Grenrood, and John Fayhling

A quorum was present and voting throughout the meeting.

Chair David Waller called the meeting to order and thanked everyone for coming.

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 from the August 20, 2024, meeting, as circulated via email. The motion was seconded, voted on, and approved unanimously

GOVERNANCE

Emily Arata reported that the Governance Committee met and recommended the appointment of Brian Grenrood, Catherine Hales, Ryan Sims, and Michael Davis to vacant at-large positions on the board. Additionally, the Committee recommended the transition of Paul Sterbcow from an appointment to an open position. The nominees were unanimously accepted as proposed. Rebecca met with each appointee, and they are all extremely excited to join the board.

MANAGEMENT REPORT

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

- Introduced Antonia Keller, the new Director of Development

Rebecca Dietz presented a resolution to approve the ADA Alternative Participation Policy, which states that NOCPIA will provide alternative methods for board members and members of the public with an ADA-recognized disability to participate in public meetings. The resolution was unanimously adopted.

- We met with the Louisiana Department of Wildlife and Fisheries to assess coyote habitats throughout the park. We engaged a trapper who caught several coyotes. Additionally, we hired a contractor to oversee proactive land management on Marconi. We are focused on developing an intentional land management strategy for the area.
- In November, we will offer park tours to any board members who are interested.
- The Botanical Garden Foundation board voted to merge with the City Park Conservancy. The current Board Members will establish an Advisory Council, and the chair of the Advisory Council will be appointed to the City Park Conservancy board. Dietz is extremely grateful for the Foundation's willingness to trust in the next phase of the process.
- Our State Capital Outlay request includes:
 - Tad Gormley planning study and funding for the Practice Track
 - Golf Course Driving Range
- We engaged a food and beverage consulting firm to conduct a comprehensive assessment of all food and beverage operations in the park. They will provide a preliminary report in a few weeks.

FINANCE

Keith Hemel presented a resolution approving the Cooperative Endeavor Agreement between New Orleans City Park Improvement Association and the State of Louisiana for the appropriation of slot tax revenue on a reimbursement basis and authorizing Rebecca Dietz, the President and CEO of City Park, to execute the Agreement. The resolution was unanimously adopted.

Hemel reviewed the consolidated dashboard and reported:

- CPIA Accounts Receivable \$800,000 – 1st quarter slot tax reimbursement
- CPC Deferred revenue of \$1,371MM – includes all prepaid events and deposits

Government Funding

- Slot Tax – 1st quarter reimbursement of \$520,000
- City Millage - \$50,000 through September

Reviewed department over/under budget

- Grounds & Maintenance, Tennis, Amusements, Athletics, and Golf (August) are over budget
- Development, Catering, City Putt, Golf (September) and Special Events are below budget

Long-term investments with Fiducient have exceeded the year-to-date benchmark through September 2024.

The Finance Committee reviews the investment and spending policies annually.

MASTER PLAN/CAPITAL PROJECTS

Randy Odinet, Vice President and Chief Planning Officer reported:

Capital projects:

- The CDBG drainage project is substantially complete
- Pan American Stadium
 - Turf replacement is substantially complete
 - Lighting replacement will go out to bid next week
- CITO Prep
 - Electrical upgrades
 - Paver replacement at the Botanical Garden and Carousel Gardens
- Roof replacement of the Pavilion of Two Sisters
- Greenhouse replacement design
- Renovation of the Maintenance Corral

Master Plan Public Engagement Update:

Odinet presented an overview of the relaunch of the public engagement and planning process for the Master Plan. We have engaged Concordia to assist our design team in mapping out the completion of the process.

The planning process will consist of two concepts related to how people utilize and experience City Park. The process has been structured by two layers of planning.

Foundation Planning -ensure that the core intentions are achieved

- Present a unified experience of welcome into the park
- Ensure the park is safe, accessible, and convenient
- Adapt the management of the park landscape and lagoon system to promote enhanced diversity and health
- Reinforce the cultural integrity of the park and grow its capacity to be adaptable to new programs and amenities.

- Place Making Planning – improve the amenities that are currently available
- Structure the discussion of overall park areas around the landscape types that ground the essential character of park areas
 - Frame observation about the park planning at a scale that is accessible and connected to their relevant groups
 - Clarify how planning is preserving existing uses in the park
 - Identify opportunities in existing facilities and underutilized areas of the park
 - When proposing to change something in the park, demonstrate how needed components are replaced in kind OR better in the proposed plan
 - Measure the planning ideas against the Core Intentions
 - Establish expectations for Planning vs Design vs Programming and Operations

Ideas Youth Committee meetings:

- October 16 – Kick-off meeting – 18 youth and several liaisons participated
 - Presentation of Park’s history
 - Introduce a scavenger hunt activity
- October 23
 - Engage and educate participants on the survey process
 - Summarize the scavenger hunt
 - Share experience and plan the ideal park
- November 20
- January 15
- February – Final report

Concordia is developing Community Fellows to oversee ongoing community outreach and engagement throughout the planning process. The fellow will assist in coordinating pop-up events and community engagement meetings. Concordia is vetting all 28 candidates who submitted applications.

The next public meeting is scheduled for December 11.

DEVELOPMENT

Casie Duplechain, Chief Philanthropy and Engagement Officer reported:

- Fall Garden Show 1,100 Friends of City Park Members attended
- Magic in the Moonlight lower attendance compared to prior years
- Ghost in the Oaks Attendance 10,000

Upcoming Fall Events:

- Brews & Boos October 25-26
- Celebration in the Oaks November 29, 2024 – January 3, 2025

MEMBERSHIP

Memberships as of October 21, 2024

- Members - 4,559
- Monthly Renewal Rate – 50%
- Cumulative Renewal Rate – 90%
- Monetary Goal - \$476,000

The Dog Park has been integrated into Raiser's Edge

Changing Our World, the Capital Campaign Consultant for the Master Plan is focusing on arranging cultivation events with CPC top supporters to foster their engagement and support of the capital campaign. The events will take place on December 5, January 14, January 16, and March 12.

Reviewed notable media coverage/highlights

The meeting was adjourned at 5:05 p.m.

