

A joint meeting of the Board of Directors (the "Board") of the New Orleans City Park Improvement Association (the "NOCPIA") and City Park Conservancy (the "CPC") was called to order on Tuesday, December 9, 2025, at 4:00 pm. The meeting was held in person at Parkview Terrace.

New Orleans City Park Improvement Association

PRESENT: Commissioners Adams, Dale, Davis, Giarrusso, Grenrood, Hardie, Hilferty, Keller, King, Laborde, Lappa, Levendis, Lupo, Murray, Sterbcow, Waller, and Watler

ABSENT: Commissioners Green, Hales, Harris, Lawson, Robin, Sherman, Sims, Solomon, and Turner

City Park Conservancy

PRESENT: Board Members Barnes, Cahn, DeBlieux, Feoli, Hahn, Hilferty, Lappa, Phipps, Pineda, Savoie, Sloss, Taylor, Wands, and Williams

ABSENT: Board Members Bensel, Birdsong, H. Charbonnet, S. Charbonnet, Fitzpatrick, Fletcher, Gardner, Harris, Henry, Kolb, Rodriguez, Solomon, and Thornton

STAFF: Rebecca Dietz, Randy Odinet, Keith Hemel, Casie Duplechain, Gina Trepani, Lauren Clay, Brian Daly, Keith Claverie, and Denise Joubert

GUESTS: Robert Lupo and Digges Morgan

CPIA Chair Paul Sterbcow and CPC Chair Tania Hahn called the meeting to order and noted that this is a joint board meeting of the City Park Improvement Association and the City Park Conservancy.

PUBLIC COMMENT: Anyone wishing to comment on an agenda item must sign in and specify the item they want to comment on.

There were no public comments

CHAIRS REPORT

Tania Hahn reported that she attended the Volunteer Luncheon, which was well attended. She thanked everyone for their dedication and continued support of the park.

Paul Sterbcow expressed his appreciation to all Board members for their commitment and shared his enthusiasm for an incredible 2026.

A motion was made to approve the minutes of the CPC board meeting held on October 28, 2025, as circulated via email. The motion was seconded, voted on, and approved unanimously

A motion was made to approve the minutes of the CPIA board meeting on October 28, 2025, as circulated via email. The motion was seconded, voted on, and approved unanimously

MANAGEMENT REPORT

Rebecca Dietz, President and Chief Executive Officer, welcomed former CPIA Presidents Robert Lupo and Digges Morgan.

She recognized Councilmember Joe Giarrusso and thanked him for his dedicated service to the Board over the past six years, noting that he is a remarkable public servant and a true friend to City Park. She added that the city is fortunate to welcome him as Chief Administrative Officer. We sincerely appreciate your service.

On behalf of the CPC and CPIA Boards, Tania Hahn presented Councilmember Giarrusso with the President's Award in recognition of his commitment to the park and the city.

Councilmember Giarrusso thanked everyone for their contributions, stating that it has been an honor to serve on the Board and that he is fortunate to have everyone as friends and colleagues.

Dietz also reported the following updates:

- Congratulations to St. Augustine High School on advancing to the state football playoffs.
- Tad Gormley Stadium will receive turf previously used at the New Orleans Saints facility, which will be installed at the stadium.
- NOLA Gold Rugby has paused its season to focus on rebuilding and strengthening community engagement in rugby.

City Park 2050 Master Plan Capital Campaign Update

Since the launch of the campaign, more than \$30 million has been officially raised

Notable Leadership Gifts

- Anonymous \$15 million
- Stewart Foundation \$2 million
- Anonymous Endowment \$1 million
- Past Presidents \$603,000
- Individual Donors \$350,000

She shared various options to contribute to the campaign:

- Increase awareness about the park and the State Capital Outlay request

- Practice Track renovation
- Golf Driving Range Structure
- Personal Connections
 - National Foundations
 - Local Foundations/Corporations
 - Friends & Family

FINANCE

Keith Hemel, Chief Financial Officer, reviewed the consolidated dashboard through October, and reported:

● CPIA Net Operating Income	\$171,000
● CPC Net Income	\$(1.7 MM)
● CPC Restricted Funds	\$3.1MM
● CPC Deferred Revenue	\$1.2MM
● CPC Pledge Receivable	\$2.5MM
● CPC Operating Reserve	\$2.6MM
● CPC Long Term Investment	\$14.8MM

Government funding

- State Slot - \$720,000
- City Millage – \$116,000
- City TIF - \$73,000

Reviewed department over/under budget

- Golf - \$100,000 beating budget
- Concessions and Catering/Sales are below budget

FEMA Outstanding Receivables

- Pan Am Lighting 90% \$189,000

Celebration in the Oaks reached \$1 million in revenue as of December 7.

A motion was made to approve budget modifications authorizing the transfer of \$750,000 from reserve funds to the capital budget for the purpose of installation of new turf at Tad Gormley Stadium and approval of any contract for installation. The motion was seconded, voted on, and approved unanimously by the CPC and CPIA boards.

MASTER PLAN/CAPITAL PROJECTS

Randy Odinet, Vice President and Chief Planning Officer, provided an update on the Master Plan's progress.

- He summarized public feedback, noting that the top priorities are improved access to nature, enhancements to recreational facilities, and expanded youth activities.
- He reviewed existing funding opportunities that could be expanded or leveraged further.
- He noted that an anonymous donor is investing in the renovation of the Quadraplex and adding a multipurpose field next to Pan American Stadium.
- He outlined potential opportunities on both the north and south sides of the park that are either already funded or eligible for outside funding.

On-going Capital Improvements

- Sewer replacement – substantially complete
- Mirabeau Lagoon Fill Line – Bidding in January 2026
- Driving Range renovations – bids received, construction in January
- Signage – consultant in place
- Marconi Pedestrian Safety Study – traffic counts complete, consultant working on options and recommendations associated with traffic impacts

DEVELOPMENT/MEMBERSHIP

Gina Trapani, Chief Philanthropy Officer, reported:

Capital Campaign Update

- \$125 million over the next 10 years

Key areas of investment

- Enhanced play and recreation
- Expanded access to nature
- Sustainability

Early momentum

- More than \$30 million has been committed or is pending

Next Steps

- Continue soliciting early campaign gifts
- Working on campaign materials and a list of name opportunities
- Submit public and private grants to amplify gifts received

Development campaigns

- Year-end campaign
- 2026 Fundraising Event Sponsorships
 - Lark in the Park
 - Heart of the Park Hat luncheon
- 2026 Public Event Sponsorships
 - Big Bass Fishing Rodeo
 - Happy 3rd of July

Membership Revenue

- Active FOCP members – 4,575
- Dog Park members: - 1,441

Upcoming Events

Lark in the Park	March 13, 2026
Heart of the Park Hat Luncheon	April 22, 2026

BUSINESS

Lauren Clay, Chief Business Officer, reported:

RecTrac Software Implementation

- Completed an evaluation of the current reservation systems.
- All systems are scheduled to be fully integrated into RecTrac in 2026.

Amusement Operations Evaluation and Adjustments

- Reviewed and adjusted operating hours.
- Actively recruited school groups and group night buyouts.
- Introduced the Glow in the Oaks event.

Sales & Catering Request for Proposal

- The committee attended a tasting event.
- A list of follow-up questions has been provided to the vendor.

Celebration in the Oaks Update

- Two weekends have been completed successfully to date.
- Jingle Bells and Beer event was successful.

2026 Upcoming Special Events

Big Bass Fishing Rodeo

Egg Scramble

Evenings with Enrique

Glow in the Oaks

Jingle Bells & Beer

Celebration in the Oaks

OPERATIONS

Brian Daly, Chief Operations Officer, reported:

- Resurfaced the Tennis Hard Courts
- Acquired or replaced maintenance equipment
- Improvements to the Dog Park
- Tree planting initiative along Palm Drive
- Transferred the waste management contract to IV Waste
- Modification of mowing responsibilities
- Replanting of the City Park Hedge
- Successfully engaged four (4) new Arboreal contractors

EXTERNAL PUBLIC RELATIONS

Casie Duplechain, Chief External Public Relations Officer, reported the following:

An overview was presented of the three-year Brand Awareness strategy, designed to provide clear guidance across the following focus areas:

- Brand rollout
- Organic content development and deployment
- Paid media strategy and creative development

The strategy is anchored by four strategic pillars:

1. One Park, One Brand
2. Campaigns that Create Belonging
3. Data that Drives Decisions
4. Marketing that Works Smarter

Casie provided an overview of META paid media and reviewed key focus areas for Q4 paid media initiatives.

Partnered with local non-profit organizations to offer social services to underprivileged residents. 72 organizations have submitted ticket requests, which was the highest level of participation to date.

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