

**SPECIAL MEETING OF THE BOARD OF COMMISSIONERS OF THE
FRENCH QUARTER-MARIGNY HISTORIC AREA MANAGEMENT DISTRICT**

**10:00 A.M., Monday, January 28, 2008
Board Room, Second Floor, Royal Sonesta Hotel
300 Bourbon Street, New Orleans**

Minutes

AGENDA

1. Call to Order and Welcome

Roll Call:

Present:

Nathan Chapman, Steve Pettus, Brett Smith, Mark Wilson, Darryl Berger, Ted Young, Carol Greve, Chris Costello, Sal Senseri and Kim Rosenberg

Absent:

Dr. Ralph Lupin, Daneen Zerangue, Jude Marullo

Kim Rosenberg opened the meeting after asking for approval to conduct the first meeting.

2. Introduction of Commissioners

Commissioners were asked to introduce themselves and state their vision and/or goals for the FQ-FMHAMD. Recognized Jim Funk, Louisiana Restaurant Association, Mel Ziegler, Bourbon Street Merchant Association; Ryan Berger; Berger Companies and Bruce Egger, Times Picayune

The following vision/goal comments were made:

Kim – Increasing vitality of the residential and business community

Carol – repair and maintain the infrastructure of the French Quarter and FM

Nathan – focus on the infrastructure and the government and legislative involvement

Sal – bringing residents and businesses together and helping the legislature realize how important the French Quarter is to the state and to get funded, get residents back and realize that the state is involved

Chris – agreed with previous goals and emphasized that make sure of adequate law enforcement and work cooperatively with the city

Ted – as a resident and former business owner who is very visible on the street, wishes for a good working relationship with residents and businesses

Mark – look at what is surrounding the French Quarter and Faubourg Marigny and see what is happening with the renaissance on Rampart Street, parking plans, streets and sidewalks and security. Make some quick improvements as well as plan for the long term

Mel Ziggler (speaking in place of Jude Marullo) – get complete camera system installed and have it monitored by the police

Darryl – make the Vieux Carre the best place to live, work and visit, encourage residency, make the experience of visitors a good experience, develop a plan of action, develop budget and a strategy for funding. Do some things well quickly and develop long term strategy

Steve – agreed with all previous goals and would like to see focus on code enforcement issues

Brett – as hotel owner and a resident would like to see a better communication structure between the residents and the businesses

Ms. Rosenberg asked for public comment on the vision.

Jim Funk – Our first meeting 1-1/2 yr. ago brought together resident and businesses together for the first time. Thinks need focus on a funding source, going to the state when we have a plan. Emphasized that we have sympathetic friends in Baton Rouge and that he will work with our group in any way possible

Ryan Berger – wished to see French Quarter and Faubourg Marigny returned to former glory and see the excitement about what the board will be able to accomplish.

Ms. Rosenberg gave history of the formation of the Board of Commissioners

ACT NO. 280

Two separate movements merged to produce Senate Bill No. 364 by Senator Ed Murray.

In the summer of 2006, Mayor Nagin formed a task force headed by Virginia Boulet and Darryl Berger to explore creating a management entity for the purpose of reinvigorating commercial activity in the French Quarter and providing for the Quarter's heightened level of needs. Hospitality and tourism industry representatives formed a second group headed by Galatoire's Melvin Rodrigue to provide a tourism management entity for the French Quarter, CBD, Faubourg Marigny, Tremé and Bywater. The merger of these two groups culminated in the creation of SB 364, which passed into law as Act No. 280, and the creation of the French Quarter-Marigny Historic Area Management District ("Management District"). Jim Funk, the executive director of the Louisiana Restaurant Association, served as the bill's lead lobbyist and legislative advisor.

2. Act No. 280 of the Regular Session of the 2007 Louisiana Legislature:

Legislative Purpose of the District

Reviewed the legislative findings on page 1 and 2, line 18 through 21 of bill . Read the purpose of the Commissioners page 2, line 22 – 30; page 9, lines 3 – 8, 22 – 30 and page 10, lines 1 – 13..

District Boundaries – as outlined page 4, lines 4 – 12.

Governance – Review of process to follow to become official member.

Certified letter to Secretary of State, receipt of official document declaring Carol Greve a member of the FQ-FM Historic Area Management District, Board of Commissioners; affidavit of oath of office to be signed and returned to the Sec of State by certified mail within thirty days, receipt of small card identifying the recipient as a Commissioner

Duties – Ms. Rosenberg reminded those present that all Commissioners have qualifications and must maintain those qualifications during the period of their service on the Board. If a Commissioner’s status changes, the Board must be notified and the member will become ineligible to serve on the Commission.

Terms of Commissioners - reviewed on page 6, line 1 – 6.

Attendance Requirements – If a member misses 50% of regular scheduled meetings, he/she will automatically become ineligible to continue to serve, which means if you miss three of the six scheduled meetings you are off the Board.

Voice Vote - Votes will be taken with a roll call by the secretary

Review of Open Meetings Law – Law applies to all meetings that take place in any setting, including social affairs. This also includes committees. Commissioners were asked not to discuss business in any setting because the Open Meeting law requires that an Agenda be posted 24 hrs. in advance of the meeting. This includes telephone conference calls. Email may be used to gather information from members.

Today’s Special Meeting was posted downstairs in the hotel lobby and on the door to the meeting room, Royal Sonesta Board Room, on the 2nd floor.

The Regular meeting schedule must be published annually.

4. Initial Housekeeping Matters:

Election of Officers - It was suggested by Steve Pettus and agreed to by members without a vote that the election of officers would be deferred to next regular meeting, February 11, 2008, 11:00 AM.

Drawing of Lots

Terms of Commissioners – lots were drawn to determine term limits and are as follows: Lots were drawn for absent Commissioners.

Darryl Berger	5 years
Nathan Chapman	4 years
Chris Costello	3 years
Carol Greve	3 years
Dr. Ralph Lupin of	To coincide with his term as Chairman

the VCC

Jude Marullo	3 years
Steve Pettus	4 years
Kim Rosenberg	5 years
Brett Smith	2 years
Sal Sunseri	4 years
Mark Wilson	2 years
Ted Young	5 years
Daneen Zerangue	2 years

Commissioners may be reappointed when their term expires.

Calendar:

Meeting Schedule:

Dates, Times and Place of Regular 2008 Meetings:

On a motion by Brett Smith, seconded by Sal Sunseri, the Board voted eight in favor with two abstentions to set the meeting dates as follows:

1. Feb 11
2. March 3
3. May 5
4. July 14
5. Sept 8
6. Nov 3

Dates, Times and Place of (Planned) Special 2008 Meetings

On a motion by Darryl Berger, seconded by Chris Costello, the Board voted eight in favor with two abstentions for the Special Meeting dates as follows:

1. January 28, 2008
2. April 7
3. June 2

Mark Wilson said the Royal Sonesta can provide meeting space but the group may have to pick up expenses for coffee set-ups and lunch if needed. Many members expressed their appreciation to Mark for his generosity for providing meeting space and his help in coordinating the multiple meetings up to this point. Other hoteliers also offered help with meeting space.

**Nest meeting: Regular Scheduled Meeting, Feb 11, 2008, 11:00 AM, Location TBA
Commissioners were asked to email organizational Bylaws to Kim
prior to next meeting. Members were also asked to email top five
priorities with details and estimated costs for short term and long
term to Kim before next meeting.**

Special Planning Session (Retreat) – deferred. Nathan Chapman suggested that we need representatives from city administration and agencies when discussing projects and funding to make sure we are not duplicating efforts by others.

District Events and Activities - deferred

Official District Address – deferred. Two commissioners, Brett Smith and Darryl Berger have space available, will discuss next meeting

Creation of Letterhead – Steve Pettus and Brett Smith recommended Judy White, CompuCast be engaged pro bono to design website, letterhead and logo

Creation of Website – Judy White, CompuCast

Creation of Committees: deferred

Budget

Projects

Others

Creation of an Advisory Board – deferred with discussion of criteria and creation of list Kim suggested that we would need a listing of all organizations in districts and a structured entity that would be created in our rules.

Creation of By-Laws (Internal Management of District) - Each Commissioner will email their own organizational bylaws to Kim Rosenberg. By-laws will be assigned to a committee. We can do our own internal rules but state rules apply for outside entities.

Other Matters - reminded everyone that we are a “state agency,” and as such must abide by many rules that govern the conduct of state entities.

5. Budget Issues:

Initial Matters:

Federal Tax I.D. Number – Steve Pettus

Post Office Box Number – Brett Smith

Cooperative Endeavor Agreement with State – Kim Rosenberg will get generic agreement from the state and we will need only to fill in the blanks.

Others

Expenditure of \$50,000 Appropriation:

Contract with Responsible Hospitality Institute for the Hospitality Zone Assessment and Roundtables – On a motion by Mark Wilson, seconded by Chris Costello, Board voted eight in favor with two abstentions to allocate under \$5,000 to Responsible Hospitality Institute. Mark Wilson will seek other funding through possible donations in lieu of using the \$5,000.

Discussion of possible duplicate assessment by the Convention and Visitor’s Bureau, Hospitality Coalition. Sal Sunseri will talk with Steve Perry to get information regarding the scope of the CVB study and how it may interface with the RHI Assessment with the goal of fully cooperating

with the CVB. One reason for agreeing to go forward with the FHI Assessment was the speed with which recommendations and a plan could be obtained to give us information to support funding requests to the next session of the legislature which will start March 31, 2008. Sal said that this expenditure is premature. "Also, why should we come up with the funding when the organizations that are already involved haven't come up with the money needed?"

Donations to cover RHI expenses would fall under "state contracting" rules and it is easier to use a single amount. Board will be allowed to use donated meeting rooms. Businesses and individuals have covered RHI expenses.

Website (Creation, Maintenance) – Judy White, CampuCast

Routine Office Supplies (Stationary, etc.) - deferred

Other Potential Projects - deferred

Budget Committee:

Bank Account – deferred, to be done by Treasurer

Appropriation Requests - deferred

2007-2008 Fiscal Year

2008-2009 Fiscal Year

Grant Applications - deferred

Donations – deferred. Kim reminded the group of rules governing donations and that donations need to be made to our agency and should not go into the state general fund.

Other Matters -

Nathan Chapman will contact the city administration, Mayor's office and the Dept of Public Works to see what projects they will be funding in the French Quarter and Faubourg Marigny. Items discussed were street repair, lighting needs and sidewalks.

6. 2008 Legislative Goals: deferred

Minutes Posted on Website Rather than Published in Newspaper - deferred

Appropriation Requests – deferred

2007-2008 Fiscal Year (Supplemental Request)

2008-2009 Fiscal Year

Others –

Jim Funk advised Commissioners to decide goals and objectives and how much money will be needed. Examine if staff if needed to represent Board before Vieux Carre Commission, City Council and other entities. Decide if office space is needed and cost. Calculate operating expenses. These figures are needed to go to the legislature. A staff person could also work on grants and foundation sources. Need to work on needs for next 4 to 5 years and 10 years but first need to prove what

can be done in the French Quarter and Faubourg Marigny. Need to go to Sen. Murray and see Angelle Davis. The quicker these tasks are done the better.

Need job description, scope of projects such as sidewalk repair and doing something about Iberville Street.

By end of Feb 11, should have budget and chairman.

Kim Rosenberg explained that it will be a while before we can actually get the money. First, we need a tax ID and a Cooperative Agreement with the state. We need to find some good uses for the \$50,000 now. It will be necessary to do official account to the state for the use of money.

7. Status Reports on District Issues:

Responsible Hospitality Institute's Hospitality Zone Assessment and Roundtables

Downtown Development District's RFP on Mobility and Parking Strategy - deferred

North Rampart Main Street Program - deferred

Cultural Product District (Act No. 298 of the Regular Session of the 2007 Louisiana Legislature) - deferred

Other Issues

8. Public Comments: No comments

Darryl Berger moved to adjourn. Motion was seconded by Chris Costello.

Respectfully submitted,
Carol Greve
Acting Secretary

Handouts:

Each Commissioner was given a copy of the following:

1. Open Meetings Law
2. La. RS 42:4.1 Public Policy for open meetings; liberal construction
3. 2007 House Bill 359, Act No. 298
4. 2007 Senate Bill 364, Act No. 280
5. Responsible Hospitality Institute Brochure, Hospitality Zone Assessment

Email Addresses:

Darryl Berger
Mayor's Business appointment
Nathan Chapman, 525-0932
nathanchapman@vcpora.com

dberger@darrylberger.com

Vieux Carre Property Owners, Residents and Associates, Inc.
Chris Costello 710-8789 ccostello@deveney.com
Faubourg Marigny Improvement Association
Carol Greve 473-2803 cbgreve@earthlink.net
French Quarter Citizens, Inc.
Dr. Ralph Lupin doclup1@bellsouth.net
Chairman, Vieux Carre Commission
Jude Marullo judem@bellsouth.net
Bourbon Street Merchants Association
Steve Pettus sp@dickiebrennanco.com
Louisiana Restaurant Association
Kimberly Rosenberg 250-2017
Krosenberg@smithstag.com
Councilmember District C James Carter's appointment
Brett Smith Hotel Association St. Louis Hotel Brett3959@yahoo.com
Louisiana Hotel and Lodging Association, Inc.
Sal Sunseri 523-2651 Sal@oysterlover.com
New Orleans Convention and Visitor's Bureau
Mark Wilson 553-2200 MWilson@Sonesta.com
French Quarter Business Association
Ted Young
Mayor's Resident appointment
Daneen Zeringue 565-4501 dzeringue@sonesta.com
Louisiana Hotel and Lodging Association, Inc.

Mel Zeigler mel@melvinziegler.com
Jim Funk jimf@LRA.org