

**French Quarter – Marigny Historic  
Area Management District  
Saturday, March 7, 2009, 9:30 am-1:30 pm  
Esplanade Room, Royal Orleans Hotel  
621 St. Louis, New Orleans, LA  
Special Meeting**

**MINUTES**

**I. Call to Order; Roll Call; Introduction of Guests**

**Present:** Darryl Berger, Nathan Chapman, Steve Pettus, Kim Rosenberg, Brett Smith, Sal Sunseri, Lois Sutton, Ted Young.

**Absent:** Chris Costello, Carole Greve, Dr. Ralph Lupin, Jude Marullo, Peter Ambrose

**Guests:** Coco Paddison (FQ Citizens), Annie Flettrich (FQ Business Association), Mike Moffitt (VCPORA), Billy Guste, Attorney, Bonnye Pardo (FQ Citizens).

**II. Approval of Minutes:** June 24, 2008; Revised February 2, 2009; March 2, 2009  
A motion by Ms. Rosenberg, seconded by Sal Sunseri was made to adopt all three sets of minutes. Motion was passed by a roll call vote.

**III. Discussion regarding Strategic Planning of FQ/M District**

**A. Mission and Purpose – What Should/Can We Achieve as a Board? What Are Our Priorities?**

Ms. Rosenberg referred to John Elstrott's remarks made at a 3/5/09 FQ Business Association luncheon when he suggested that the FQ "must be safe, clean, friendly, unique, architecturally and culturally authentic, and fun and even tastefully naughty..." He also suggested creating packages for the FQ/M with tie-ins to hotel, dining and entertainment. He also said to sell uniqueness and to eliminate the fear Locals have of where to park, etc. Mr. Smith suggested a co-op of hotels, with each putting up \$2500 to help market the FQ/M, with specials on Monday and Tuesday. Group discussed that biggest market is Regional, building on the FQ/M as a place to retire, address infrastructure problems, parking, safety and sanitation.

**1. Parking:** Suggestions included parking at municipal Auditorium for FQ/MT employees, area for parking must be attractive, with shops to make walking from parking area more interesting. Mr. Chapman mentioned study which indicated there is plenty of available parking in the FQ. Ms. Pardo mentioned that parking contracts in the area behind French Market doesn't guarantee a spot. Mr. Smith said employees parking far away to save money. Parking needs to be safe and easy. It was suggested that a Parking Authority be established and Mr. Moffitt thought we should get Henry Charlot (DDD) to make a presentation to our group

of the DDD's Parking and Mobility Study. Mr. Berger thinks we can become a parking advocate. Mr. Chapman brought up increasing parking stickers in the area from \$15 to perhaps, \$50 to generate more income. If that were to happen, suggest people over 65 get free parking passes.

Signage around FQ could do a better job of indicating parking areas, service zones, bike racks, etc. Mr. Pettus brought up potentially restricting time for deliveries from 7 am to 11 am. Some freight zones are in residential areas where there used to be businesses which don't exist now. FQ/M could serve in leadership capacity and this could serve as distinct purpose for the District. We could bring Robert Mendoza into the process, find out how freight zones are regulated and create a list of all such zones with business and resident input of necessity of each.

Other general comments included having cameras on bike racks to give riders confidence that bikes will be safe. This would be a step forward in **preventing** crime. Other systems need to be put in place to signal that we won't tolerate crime in the District, from crime cameras to phone banks.

**2. Infrastructure:** To include lighting, street/sidewalk holes, street beautification, better signage, street furniture, bike racks, education, façade grants, Public bathrooms, playgrounds, plantings with maintenance of same, general repairs, graffiti, emergency repairs, demolition by neglect, use of upper floors and land, matching programs for sidewalk repair. Mr. Chapman: Mayor Nagin said the money is there to redo sidewalks - \$5.8 million for FQ sidewalks alone.

**3. Safety/Security:** Mr. Moffitt: The Board needs to leverage its power; he related his experience on the City Park Board, giving money to Tulane to develop partnership with City Park. Year 1, grant writer secured \$800,000. He thinks we need to do fundamentals first, rather than cosmetics.

**a. Cameras –**

- integrate residents and business owners into cohesive system
- Matching dollars for cameras
- have signage indicating presence of cameras to deter crime
- Note police cameras, real time but not part of daily life to check and half cameras not working

**b. Enforcement of Ordinances**

- Quality of Life officers/Programs should be separate
- Livability Court (Streamline Court [Mr. Munster?]) – Mr. Pettus suggested having the last Thursday of every month for Quality of Life issues so judges recognize repeat offenders.

**c. Redevelopment of Iberville**

Ms. Rosenberg: Have DDD talk about plans/ideas for Iberville

**d. Lighting**

- Coordinate w/VCC – making exceptions
- Getting reporting system for outages

**e. Added Patrols**, making sure above baselines

- Get police to use flashing lights
- Have policeman keep windows down to encourage communication with public

**f. Noise**

- Equitable enforcement
- Read liquor license law – noise restrictions within 200 ft.
- Write letter to Commissioner Murphy Painter to address issues
- Create process

**g. Homeless Issues**

- Problems on Iberville, 100 block of Royal, Rouses and Upper Pontalba

**4. Brand:** Ms. Rosenberg: mentioned that Bourbon Street listed as 11<sup>th</sup> worst tourist trap in nation. Need to make Bourbon Street more attractive, the food court of entertainment. Mr. Chapman: Focus on Bourbon Street, perhaps creating a separate district.

**Establish cultural identity/Brand** – plaques on every property in FQ indicating historic significance

**5. Business Retention/Business Development** – Enforcement of ordinances pertaining to business. For example, T-Shirt shops should be 600 feet apart, and only in certain areas.

NOTE: In 1999 survey, areas of importance: 1. Parking, 2. Infrastructure; 3. Safety; 4. Sanitation

**B. Potential Funding as a Tax District – Equitable Approach to Residential, Medium Commercial and Large commercial, etc.**

- Advocacy on baseline services
- Trust mileage based on business, flat fee on residential
- Need Executive Director, a grant writer, need 3-yr. funding
- Get # of voters in District
- Focus on fixing product; Make FQ/MT what they should be
- Manage District like a world-class entity
- Need to establish Trust among voters

**1. Residential Properties (\$185?) –**

- a. True single family
- b. Any condo (pay per condo)
- c. Any residential building with less than 5 units that includes a homestead exemption owned by one owner/couple
- d. A flat fee/assessment that is about 50 cents a day

**2. Small Commercial Properties (\$395) –**

- a. Based on 2008 Assessment values
- b. All tax-assessed properties that are not a Residential Property (above) or a Major Commercial Property (below)
- c. A flat fee assessment that averages between \$1.00 and \$1.25 a day

**3. Major Commercial Properties (About 3 mils)**

- a. A millage instead of a flat fee (approximately 3 mils)
- b. The properties in this group are to be decided later; for example, properties with a tax bill over \$50,000 or \$100,000

**C. Voter Understanding and Voter Preferences**

- a. Explain to voters/focus groups about the District's Enabling Legislation, including Board composition (7 commercial, 5 residential, 1 swing); Board appointment process (each appointing authority, such as VCPORA, makes their appointment); Sunset Clause (7 years); a fixed number of votes is required for sensitive votes
- b. Explain difference between the Vieux Carre Alliance's taxing district proposal and the District's proposal

DISCUSSION CONTINUED WITHOUT QUORUM (approximately 2:00-3:00):

**A. GOALS**

1. Create Fundamental Change
2. Advocate Accountability
3. Manage, Improve, Enhance
4. Leverage—Raise funds so Board can show State that District has skin in the game

**B. OBJECTIONS**

1. Philosophical  
Why do we have to pay for this?
2. Baseline Services  
How to gage

**C. PROCESS**

1. Focus Groups  
Who and/or which groups to include?

- For example, Jason Patterson with the Frenchman Street group
2. Meet Again to Tighten Plans

Submitted by:

Lois Sutton  
Secretary