

**French Quarter – Marigny Historic
Area Management District – Special Meeting
Monday, April 7, 2008, 11:00 am
144 Bourbon Street, Bourbon House
New Orleans, LA**

Minutes

I. Call to order - Welcome and introduction

The meeting was called to order by Darryl Berger who recognized guests, Bruce Egler, Times Picayune and Ryan Berger, Berger Companies.

Roll call:

Present: Darryl Berger, Nathan Chapman, Chris Costello, Carol Greve, Dr. Ralph Lupin, Jude Marullo, Steve Pettus, Kim Rosenberg, Brett Smith, Sal Sunseri, Mark Wilson, Ted Young

II. Review and approval of 2/25/08 Minutes

The corrected Minutes of the Regular Meeting, March 3, 2008, were approved on a motion by Brett Smith, seconded by Sal Sunseri and passed by unanimous vote.

III. Review Status of Proposed Technical Amendments to Act 280

Ms. Rosenberg reported that the legislation has been filed and proper notice given so amendments to Act 280 were introduced on the first day of the session. She reports that this bill should be non-controversial and will pass during the session.

Ms. Rosenberg also reported that she and Mr. Costello worked on amendments to the bylaws the Board adopted in February. In response to Mr. Sunseri's concerns regarding the Board's authority to purchase property, the bylaw amendments that they will propose (at a later date) will limit the Board's authority to purchase property for use only as public restrooms, District office space and, possibly, parking.

IV. Proposed Funding – State Legislative

1. Materials – Power Point

A printed draft of the Power Point presentation prepared by Ryan Berger was available for the Board to review. The booklet presents the importance of the French Quarter and Faubourg Marigny to the economy of the state, the needs of the District since Katrina, solutions and requests for funding.

2. Additional Research/Materials

Additional facts are needed regarding sales tax revenue to support the “asking” part of the Board’s FY 2008-2009 legislative request said Mr. Berger. Ms. Rosenberg thanked Ryan Berger and reminded the Board that its Legislative Request needs to be ready within the next two to three weeks.

3. Preliminary Meetings To Date

Two meetings have been held with Senator Ed Murray. Meetings have also been held with Representative Karen Carter Peterson, Councilmember At Large Jacqueline Clarkson and Councilmember, District C, James Carter. The purpose of these meetings was to inform local elected officials about the Commission and to get their support for our requests to the Legislature. Strong support is expected from local elected officials for the requests to the Legislature.

Mr. Carter will introduce a Resolution of support to the City Council when the package is ready to be presented to the Legislature.

During the meeting with Councilwoman At Large Jacqueline Clarkson, Eric Strachan, her Legislative Liaison, agreed to get updated comparative sales tax revenue information from Mr. Reggie Zeno, City Chief Financial Officer. Mr. Zeno has been contacted but has not responded as of today’s meeting.

Mr. Berger requested that all members of the Commission attend the City Council Meeting when the Resolution of support is presented by Councilman James Carter.

4. Formulation of FY 2008-2009 Request/Strategy for the Legislature

Mr. Berger reported that Senator Murray has been responsive and helpful to the Commission’s requests for help with legislative strategy. Senator Murray is committed to leading efforts for the funding with support from Representative Karen Carter Peterson.

Mr. Berger reported that we need our request ready within two weeks and we will attempt to get in the governor’s package or sponsor legislation in the House or the Senate. Kim added that our request will come in the form of an amendment to House Bill 1. Senator Murray also said that the Revenue Estimating Conference will meet within the next 4 – 5 weeks and additional funds may be available before the end of the session.

The draft package for a one time funding request is tentatively set at five million.

Mr. Berger told the Commissioners that their presence will be needed in Baton Rouge when the requests are made to the Legislature. Mr. Jim Funk, President of the Louisiana Restaurant Association, and Mr. William Langkoff, Louisiana Hotel and Lodging Association, have offered their help.

V. Budget Items for \$50,000 FY 2007-2008 Funding

Ms. Rosenberg explained that in order to complete the Cooperative Endeavor Agreement with the state that the Board must have a budget for the \$50,000.

1. RHI (Previously approved) \$3,500

2. DDD Parking Mobility Study \$20,000 (Approved)

Mr. Chapman reported that the Parking and Mobility Study was an outgrowth of the Unified New Orleans Plan meetings in which parking was found to be the number one problem. The DDD agreed to fund a \$350,000 study on Parking and Mobility and has recently selected two firms to carry out the study.

The Commissioners have discussed a desire that the DDD add the properties fronting on the lakeside of North Rampart Street and the Marigny streets included in the French Quarter Marigny Historic Area Management District be included in the study with the French Quarter and the Central Business District. A cost of \$20,000 was given to the Board by the DDD to have those additional streets included in the DDD study.

A motion by Sal Sunseri, seconded by Mark Wilson, was passed unanimously to spend \$20,000, to have the lakeside of North Rampart Street and the Faubourg Marigny streets in the French Quarter Marigny Historic Area Management District included in the DDD Parking and Mobility Study.

The DDD has formed an Advisory Board to consult with the firms selected for the study. The Advisory Board is composed of eleven (11) members. The consulting firms will have three (3) seats. The French Quarter will be allotted three seats representing residents, businesses and the French Quarter Marigny Historic Area Management District. The city will have five (5) seats to include the Department of Public Works, Vieux Carre Commission and Ed Blakely's Office of Recovery and Development Administration.

Mr. Wilson will address the French Quarter Business Association Board about making the business appointment for the Advisory Board at the Board meeting, April 8, 2008.

A motion by Mr. Chapman, seconded by Ms. Rosenberg, recommending Chris Costello as the Board's representative to the Parking and Mobility Advisory Board was passed by unanimous vote.

3. Web Site Development \$5,000 (Approved)

Web site development is estimated to cost \$5,000. **Mr. Wilson will circulate a web site outline by next week.** Judy White, CompuCast will **probably** be the vendor.

4. Special Summer Co-op Promotion \$11,500 (Approved)

Mr. Wilson requested \$11,500 for a summer promotional PR and advertising campaign to follow the "Be a Tourist in Your Own Hometown" initiative of the NOCVB. He will go to other groups such as the Convention and Visitor's Bureau, French Quarter Business Association and the New Orleans Marketing Corporation for matching funds. Mr. Smith also felt that the hotels and Bourbon Street businesses would be interested in helping with a summer business promotional campaign.

A motion by Mark Wilson, seconded by Brett Smith, to allocate \$11,500 toward a business development promotional program subject to the securing of a one to one match of funds from other groups, was passed unanimously.

Mr. Wilson will lead a task group with Ms. Rosenberg, Mr. Sunseri, and Mr. Marullo to secure the matching funds for the promotional campaign.

5. Graffiti Removal

A suggestion was made by Mr. Berger that \$0 - \$5,000 be considered for graffiti removal. Ms. Rosenberg reported that she had spoken to Sidney Torres, SDT, about adding graffiti removal to his sanitation duties in the French Quarter. Mr. Torres reported that his workers had already been removing graffiti from garbage cans and light posts without charge to the city. Mr. Torres did not have any cost estimates of adding the removal of graffiti from buildings to his duties.

Several suggestions were made about effective ways to deal with the graffiti problem, Mr. Chapman suggested a task group be formed to come back with a "Beautification Plan" for the District.

6. Infrastructure/Emergency Repairs

Mr. Sunseri suggested that \$5,000 be considered for a "façade improvement grant" program for public buildings similar to the North Rampart Main Street

program. The North Rampart façade grants are matched dollar for dollar by the recipient and the grants must be approved by a Façade Grant Committee.

7. Safety/Security \$10,000 (Approved)

The Commissioners discussed the success of the “Ambassadors” program in the DDD and the possibility of extending the program to the rest of the District in cooperation with the DDD. Mr. Wilson thinks other groups would help with matching grants for the program.

A motion was made by Mr. Smith, seconded by Mr. Wilson, to seek matching funds for \$10,000 to formulate an Ambassador Program for the French Quarter Marigny Historic Area Management District subject to securing a one for one dollar match from other groups. The motion passed with a unanimous vote.

Dr. Lupin and Mark Wilson will help Mr. Smith secure the matching funds.

Summary of \$50,000 FY 2007-2008 Budget

1. RHI	\$3,500
2. DDD Parking Mobility Study	\$20,000
3. Web Site development (proposed)	\$5,000
4. Special Summer Co-op Promotion	\$11,500
5. Graffiti Removal	---
6. Infrastructure/Emergency Repairs	---
7. Safety/Security, Ambassador Program	\$10,000
Total	\$50,000

VI. Various Matters Brought to Board’s Attention (informational)

VII. New Business

Morris Kahn was invited by Mr. Berger to present information about Cultural Products Districts which were created by the legislature last year to allow a 26% federal tax credit and a 25% state tax credit for renovation of a historic property for business use in a designated Cultural Products District.

A motion was made by Dr. Lupin, seconded by Ms. Rosenberg and passed by a unanimous vote to congratulate Ryan Berger on the power point he created for the District to present to the legislature.

Next meeting: **May 5, 2008, 11:00 am to 1:00 pm, 100 Conti,
Darryl Berger’s
office**

The meeting was adjourned on a motion by Dr. Lupin.

Respectfully submitted, Carol Greve, Secretary