

French Quarter – Marigny Historic
Area Management District – Regular Meeting
Monday, May 5, 2008, 11:00 am – 1:00 pm
Omni Royal Orleans, Escoffier Room
New Orleans, LA

Minutes

I. Call to order - Welcome and introduction

The meeting was called to order by Darryl Berger who recognized guests, Bill Langkoff, Louisiana Hotel Association; Bruce Egger, 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 4/07/08 Minutes

The Minutes of the Special Meeting, April 7, 2008, were approved on a motion by Kim Rosenberg, seconded by Mark Wilson and passed by unanimous vote.

III. Review Status of Proposed Technical Amendments to Act 280

Ms. Rosenberg reported that the amendments to Act 280 are pending introduction in the House. The bill has already passed the Senate with a 32 to 0 vote with two absent. If the bill passes the House without amendment, the bill will go immediately to the governor for his signature.

IV. Proposed Funding – State Legislative

Mr. Berger reported that our funding proposal has the support of the City Council and our legislative delegation, and that it was favorably received by a member of Governor Jindal's executive staff.

1. Materials – Power Point

Mr. Berger reported that Ryan Berger will update the tax information pending getting complete pre and post Katrina sales tax collection data from the city on the Management District.

2. Additional Research/Materials

Mr. Berger reported that the sales tax collection figures we have are still rough but we can say that the City's sales taxes generated by the French Quarter are off by one third from pre Katrina figures and represents a loss of millions of dollars. Ryan Berger is trying to refine the numbers and to include the Canal Street and the Faubourg Marigny areas of the District. It is estimated by Mr. Berger that when the Canal Street and Faubourg Marigny parts of the District are included in the figures, it will double the tax base. He indicated that sales tax collections are off tens of millions of dollars.

It is hoped that the sales tax figures will be available by the end of the week and will present a compelling message of the need for investment by the state to rebuild the lost tax revenue. Mr. Wilson emphasized the need for immediate investment from the state because 2008 revenues are predicted to be flat, despite the strong first quarter of the year. Mr. Berger indicated that comparative data on tax revenues pre and post Katrina will produce a dramatic graphic picture of the value of investing in the Management District.

3. Preliminary Meetings To Date

Previously, meetings were held with members of the City Council and our legislative delegation.

This month, Senator Ed Murray set up a meeting with New Orleans delegation, the Mayor and members of his staff in Baton Rouge where Mr. Berger and others profiled our Board and the needs of the French Quarter and the Marigny. Mr. Berger emphasized that help was immediately needed. This presentation was favorably received by the legislative group. Mr. Jeff Arnold, District 102, Algiers, was very interested and encouraged the Board members to seek recurring sources of revenue.

4. Formulation of Request/Strategy at Legislature

Several suggestions were made to invite legislators to New Orleans and for our Board to go to meetings with legislators in Baton Rouge. Mr. Berger reminded commission members of his request that they attend some days at the legislature to make appeals for funding for the Management District. Mr. Berger emphasized the importance to the state of investment in economic development in our Management District.

No formal strategy has been developed.

V. Review status of budget items previously approved for \$50,000 funding; status of CEA

Ms. Rosenberg noted that the Management District has until the end of 2008 to spend the \$50,000.

1. RHI, approved \$3,500

Ms. Rosenberg reported on the Leadership Summit held by the Responsibility Hospitality Institute. Twenty leaders attended and reviewed a draft of the RHI Assessment. At the Summit, Jim Peters encouraged everyone to start working on the occupancy assessment. Mark Wilson is gathering data from all the alcohol beverage outlets to be used in the assessment.

Ms. Rosenberg reported that Temple University has offered interns for use in the Assessment in the Management District. It has not been determined how many interns we will have but each intern is required to work 600 hours. It is not known if all the hours must be worked here. It is anticipated that our District will have four interns. A mentor will be needed to advise each of the interns. Mr. Wilson has agreed to take one intern.

Mr. Peters will put together the intern program and will periodically check on the progress of the interns. Mr. Peters is also planning to approach the University of New Orleans about interns from their hospitality program to work on this Assessment. The interns will work with Romy Samuels in the city revenue department to collect financial data for the District.

A motion by Kim Rosenberg seconded by Mark Wilson to accept as many interns as can be adequately managed was approved by a unanimous vote.

It is not known if the intern program will require additional funding from the Management District. A final report of the RHI Assessment is expected within the next few weeks.

2. DDD Parking Mobility Study, approved \$20,000

The DDD formed an Advisory Board to consult with the firms selected for the study. Chris Costello was unable to attend the parking and mobility meeting with the planners so was represented by Ms. Rosenberg.

Ms. Rosenberg reported that she was very impressed with the consultants the DDD retained for the parking and mobility study. An email was sent by Ms. Rosenberg on May 1, 2008, containing a request for all documents or studies related to parking or mobility in the French Quarter, Downtown districts, Marigny Triangle, and/or the North Rampart to Basin Street areas to be forwarded to the consultants. The consultants should complete the study by the end of 2008.

3. Web Site Development, approved \$5,000

Mr. Wilson reported that he has started working with Judy White, CompuCast but does not yet have materials to bring to the Board. This material should be available within the next ten days. Tentative date for the website to be operational is June 15, 2008.

4. Special Summer Co-op Promotion, approved \$11,500

Mr. Wilson reported that he was able to raise the matching funds with support from Mr. Joe Jaeger and Blue Cross Blue Shield. Suggestions were made of other sources for more supporting funds.

Mr. Wilson reports that the initial expenditure of \$11,500 will be spent on the New Orleans Seafood Festival, June 13 - 15, 2008. This festival has been combined with the Creole Tomato Festival and will be named the "Vieux To Do" Festival. Sponsors include Omni Bank, Federal Express, Whole Foods, New Orleans Conventions and Visitors Bureau and the New Orleans Tourism Corporation. Participating businesses tentatively include Desire Oyster Bar, Red Fist Grill, Antoine's, PJ's Oysters, Harrah's Casino, Maximo's, and Bourbon House as well as local bars. There will be special beverage booths and food booths. Music will also be featured. The

festival will be at the US Mint and the French Market. This festival coincides with the Grand Opening of the renovated French Market. .

Mr. Wilson is working on a other media promotions.

It was discussed that the Management District could have a booth and that our name should appear prominently in all the promotional materials.

A motion by Brett Smith seconded by Chris Costello to adopt Logo #2 as presented by Mark Wilson was approved on a unanimous vote.

A motion by Brett Smith seconded by Chris Costello for a commitment to provide up to \$11,500 subject to matching funds and ensure that French Quarter Marigny Historic Area Management District get maximum exposure in all promotional materials was approved on a unanimous vote.

5. Graffiti Removal

No action taken.

6. Infrastructure/Emergency Repairs

No action taken.

7. Safety/Security, approved \$10,000

\$10,000 was dedicated for exploring the “Ambassadors” program in the DDD and the possibility of extending the program to the rest of the District along with a commitment for securing matching funds. This idea of using ambassadors as a security device was discussed when the Board met with the legislators and was approved of by the legislators.

Mr. Berger spoke with Kurt Weigle, DDD, and Mr. Weigle offered to help in any way they can. It was suggested by Brett Smith that our District adopt the code enforcement and adjudication process recently put in place in the DDD.

Mr. Wilson is hoping to see the process in place by summer and thinks the bars on Bourbon Street will help with matching funding. Mr. Young, Mr. Chapman and Mr. Pettus will meet with Mr. Weigle. Mr. Chapman suggests that the “Ambassador” program cover the residential areas of the French Quarter.

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.

Ms. Rosenberg announced that the Lower Quarter Crime Watch has offered a \$1,000 match for the ambassador program.

Review status of CEA

Ms. Rosenberg reminded the Board that the Board must receive w-9s and attachment E-1s from all parties with whom the District intends to contract before it may enter the cooperative endeavor agreement with the state and receive its appropriation. Currently, the board is waiting on documentation from RHI and Judy White.

A motion by Kim Rosenberg seconded by Steve Pettus to authorize the Board Chairman or the Vice Chair to execute contracts or CEAs already approved from 2007 – 2008 was approved by a unanimous vote.

VI. Old Business

Location for the Regular June 2, 2008, meeting has been changed to the VCPORA office, 816 North Rampart. The Secretary will be absent for the June meeting and Mr. Smith will take the Minutes.

Next meeting: June 2, 2008, 11:00 am to 1:00 pm, 816 North Rampart, VCPORA's office

VII. New Business

Mr. Chapman asked about the progress on placing security cameras in the 8th District. Mr. Wilson suggests inviting Major Hosli to the next meeting to report on the cameras and discuss the Ambassador program. It was suggested that if funding is not available to place cameras all over the 8th District that placement on the perimeters be considered.

Ms. Rosenberg said that Ken Ferdinand reported that the French Market Corporation will have interactive cameras that can zoom in and talk to suspected perpetrators. Mr. Marullo indicated that people can log onto a website where the view from the cameras can be seen.

The meeting was adjourned on a motion by Mr. Smith.

Respectfully submitted, Carol Greve, Secretary