

**French Quarter-Marigny Historic
Area Management District
Regular Meeting
Monday, June 1, 2009
11:00 am - 1:00 pm
Astor Crown Plaza Hotel • Astor Ballroom 3
New Orleans, LA**

Minutes

I. Call To Order; Roll Call; Intro of Guests

Present: Peter Ambrose, Darryl Berger, Carol Greve, Steve Pettus, Kim Rosenberg, Sal Sunseri, and Lois Sutton.

Guests: Annie Flettrich, French Quarter Business Association (FQBA); Billy Guste, Attorney; Bonnye Pardo, French Quarter Citizens; Chuck Ransdell, President of MOM; Jack Berrigan, SEI, Inc., a division of Security Engineers, Inc.; and Dominic Dibenedetto, SEI, Inc.

Guests were recognized and welcomed by Mr. Berger.

II. Approval of Minutes:

Approval of Minutes of Special Meeting held May 18, 2009, was deferred.

III. Discussion of Tax District

A. Update of Legislation

Chairman Darryl Berger passed out a White Paper on SB256 written by Kim Rosenberg.

Kim Rosenberg reported that she and Carol Greve went to Baton Rouge to present bill to State Senator Ed Murray and the Legislature's Committee on Local and Municipal Affairs. SB256 was passed unanimously in committee and it is currently in the Senate, awaiting a vote. It is supposed to go to the Senate Floor this afternoon for third reading and final passage. Support of Bill by vote of the boards of the French Quarter Business Association and the Greater New Orleans Hotel Lodging Association, representing businesses who will pay the largest portion of the District's taxes, was instrumental in quick passage out of Committee.

Darryl Berger stated that currently, FQMHAMD is prohibited from

citation powers by the City of New Orleans. He discussed how after years, the Downtown Development District (DDD) was able to get citation powers, enabling them to execute a plan for code enforcement. This is working extremely well in the DDD.

Kim Rosenberg suggested that we try to eliminate prohibition of citation powers for FQMAMD. If City of New Orleans delegates authority for District to cite, we would then have the power and authority to do so.

Steve Pettus said we could put an amendment into the Legislation and then the Board could decide whether to approach the City of New Orleans for citation powers.

Carol Greve asked what happens to the monies collected from citations and it was suggested that the District look to the possibility of creating a tier system for distribution of these funds. She also asked about a "Livability Court."

Darryl Berger stated that this discussion was premature prior to getting Legislation passed. All tax/assessment money has to go to safety and security. However, additional raised funds through grants or other sources could be earmarked for other things, without diluting the primary focus.

Motion by Steve Pettus and seconded by Sal Sunseri to seek amendment of SB256 such that, if the City of New Orleans delegated citation authority to this Board, and upon approval of this Board, this District be allowed to issue citations and corresponding fines. Motion passed by unanimous roll call vote.

**B. Development of Business Plan;
Informational/Educational Campaign**

Darryl Berger discussed the need for a Pro Forma Business Plan to estimate budget and clarify how things will be deployed. Louis Dabdoub's commitment to help with this task will provide his extensive knowledge and give plan credibility. This plan will take tremendous focus and time in its development, substance, and form. Following closely will be the need to implement an educational campaign to voters. He suggested that officers serve as tasking the group to set up meetings, which will be open to all interested parties. Additionally, the Board may call on other resources to create plan.

Chuck Ransdell stated he attended the VCPORA meeting at which time Nathan Chapman did a presentation about the taxing district. Ransdell thinks there is general consensus that a taxing district is starting to make sense to residents. However, residents want to see a dedicated budget.

If they see it spelled out in detail, they are much more likely to vote for it. He suggested the need for town hall meetings to reach residents not belonging to any neighborhood groups. Additionally, he thinks it important that business people attend these town hall meetings to apprise residents of how significant their contributions will be. Specificity in all areas is vital. He suggested further that there be a designated spokesperson representing FQMAHMD at all meetings.

Kim Rosenberg reviewed points made through an email sent by Nathan Chapman, which stated resident concerns about a taxing district. They were:

1. Why should residents have to pay at all?
2. Residents afraid current services will be pulled out of the District.
3. There isn't enough citizen representation on the Board.
4. There needs to be citizen involvement in the budget process.

Ms. Rosenberg addressed the third point by noting that five of the 13 seats on the board are resident appointments, that she is an appointee of Rep. Carter, and is a resident of the French Quarter. Another "business" group appointee is a resident of the FQ. It takes eight affirmative votes to pass any major votes. Currently, residential representatives could override any vote. Further, she stated that in sixteen months of meetings since the creation of the FQMHAMMD, every vote of the Board was unanimous with the exception of one. Nathan Chapman abstained in that single vote.

Billy Guste addressed a question by Sal Sunseri about voter turnout. Mr. Guste stated that out of approximately 4000 registered voters in the District, there is a 20% turnout in regular elections and a 50% turnout in Mayoral elections.

Mr. Berger expressed the need to assess where the votes are and asked Mr. Guste to explore the feasibility of the two current election dates of October 17, 2009, and November 14, 2009.

Mr. Guste stated the deadlines for filing are as follows.

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| October 17: | deadline of August 7 |
| November 14: | deadline of September 29. |

According to the Secretary of State, there is nothing on the ballot currently scheduled for either of the above dates. Depending on the size of the geographic boundaries of the election, the City of New Orleans can pass on all or part of the cost to hold such election to the District.

Chuck Ransdell suggested we get Council President Jackie Clarkson to help get a current audit of baseline services.

Steve Pettus suggested we explore the process used by the DDD and how their agreement with the city was crafted.

Darryl Berger addressed Sal Sunseri's concern about the ability to get base line service information by stating that while it took a long time, the DDD has those numbers and we will have to do the same.

Steve Pettus clarified that police services were obtained. However, sanitation baseline services were never established.

Guest Jack Berrigan, Manager of Sales & Marketing SEI, told Board about similar program his company setup in downtown Birmingham, AL. Program was responsible for a 40% drop in crime. He suggested that Board contact City of Birmingham for insight into their program. Mr. Berger agreed to make that contact.

IV. Old Business - Treasurer's Report

Carol Greve reported needing clarification on Compucast contract as to when it started. Our records show it began in May; their records show April. Board also needs to clarify cost of work done by Rupp Marketing to determine what we will pay. Letter of Engagement to be completed by Postlewaite & Netterville, APAC will cost Board approximately \$1500. They will complete audit and send to the Secretary of State before deadline of June 30, 2009.

V. New Business - None

VI. Adjournment

Motion by Steve Pettus and seconded by Kim Rosenberg to adjourn passed by unanimous vote.

Minutes submitted by Lois Sutton, Secretary.