

**Special Meeting of the Board of Commissioners of the
French Quarter – Marigny Historic Area Management District**

Tuesday, June 24, 2008, 2:00 pm

Royal Sonesta Hotel, 2nd Floor, Teche/Bellegrave Room, 300 Bourbon Street

New Orleans, LA

Minutes

I. Call to order and Roll Call:

The meeting was called to order by Darryl Berger. Mr. Berger welcomed and thanked the Commissioners for attending the special meeting to deal with requirements concerning the one million dollar (\$1,000,000) appropriation authorized by House Bill 1287 of 2008.

Roll call: Present: Darryl Berger, Carol Greve, Dr. Ralph Lupin, Jude Marullo, Kim Rosenberg, Brett Smith, Sal Sunseri, Mark Wilson, Ted Young **Absent:** Nathan Chapman, Chris Costello, Steve Pettus **Guests:** Ryan Berger (Berger Companies), Jazzmynn Finney (Temple University intern) and Cameron Sweet (Temple University intern)

II. Welcome and Introduction of Interns

Cameron Sweet and Jazzmynn Finney, summer interns from Temple University, Philadelphia, PA, were welcomed and thanked for the work they will do to help our Management District. Kim Rosenberg will mentor the interns.

III. House Bill 1287 of 2008 Appropriation

Mr. Berger announced that the Management District did secure a one million dollar (\$1,000,000) appropriation from the Legislature. He expressed appreciation for the efforts of Senator Ed Murray, Speaker Pro Tem Karen Carter Peterson, Rep. Juan LaFonta and Senator John Alario, as well as many others. Mr. Berger indicated it was not “mission accomplished” but “mission advanced.” Mention was also made of the helpful contributions of Speaker Jim Tucker, Jim Funk (LA Restaurant Association) and Bill Langkopp (LA Hotel Association).

Our two objectives have been to spend the 2007 appropriation of \$50,000 very wisely and thoughtfully and to acquire more funding. The one million (\$1,000,000.00) will hopefully lead toward permanent financing. Mr. Berger emphasized that much work needs to be done prior to the 2009 session.

IV. CEA Authorization(s) for Appropriation

Ms. Rosenberg reported that the \$1,000,000.00 appropriation is contained in the 2007-2008 supplemental appropriation bill, HB 1287. It is a line item that was added in the Senate Committee Amendment to HB 1287 of 2008, in the section for State Aid to Local Government Entities (Amendment 27). The line item appropriation states it is for “tourism development.” Ms.

Rosenberg indicated that the Senate passed HB 1287 with a 36 to 0 vote and the House of Representatives concurred with the Senate's amendments by a vote of 101 to 0.

Ms. Rosenberg explained that, because the appropriation is in the 2007-2008 supplemental appropriation bill, the Management District's cooperative endeavor agreement with the State Treasurer's Office must be signed by June 30, 2008. As a precursor to entering the CEA, the Board must approve a general plan (for the CEA) for spending the \$1,000,000.00 and authorize someone to sign the CEA on behalf of the Board and/or Management District. She indicated that the appropriation is to be expended by June 30, 2009.

Ms. Rosenberg proposed that the District's CEA with the Louisiana Treasurer's Office agree to satisfy the declared legislative purpose for the appropriation of "tourism development" by using the appropriation to achieve as many of the following activities/goals as possible:

- 1) enhancing public safety by providing supplemental public safety, neighborhood watch and/or ambassador patrols, to assist tourists and/or provide monitoring and/or supplemental crime fighting equipment such as closed frequency cameras;
- 2) improving the District's appearance and /or infrastructure by removing graffiti, repairing historical markers and related infrastructure, installing and maintaining landscaping in public areas, supplementing and/or upgrading public lighting and/or repairing sidewalks and/or streets in the District;
- 3) providing promotional, branding and marketing initiatives for the District to facilitate a more tourist friendly image and generate tourism in the District;
- 4) co-sponsor at least one festival and/or tourism event in the District to generate tourism during a traditionally low tourism period of the year; and
- 5) addressing parking, transportation and/or mobility concerns by providing towing services, traffic and parking controls and/or shuttle buses and/or by funding initiatives identified in the Downtown Development District's Parking and Mobility Study to be concluded in fall 2008.

In addition, Ms. Rosenberg proposed that the Board use a small portion of the appropriation to provide administrative assistance for the District to facilitate the administration of the forgoing tourism development program, and to acquire office supplies.

Ms. Rosenberg reported that the identity of the Management District's subcontractors and the amount(s) of the subcontracts do not have to be determined at this stage. For the June 30th deadline, the District is only required to provide the basic framework (goals, objectives, deliverables, etc.) for its "tourism development" program. Later in the process, the State Treasurer's Office will require detailed information and concrete numbers for all the subcontracts under the program. Ms. Rosenberg said that once the Board has selected its subcontractors and the amount of each subcontract and the deliverable due under each contract, the CEA will be amended.

A brief discussion ensued regarding maintenance and operation of an office and whether a part-time/contract worker should be retained.

A motion to approve the CEA plan as presented by Ms. Rosenberg was made by Dr. Lupin and seconded by Mr. Smith and passed unanimously by the Board.

Thereafter, a second motion was made by Dr. Lupin and seconded by Mr. Smith to authorize Ms. Rosenberg to act on behalf of the Management District by 1) signing the CEA with the State Treasurer's Office for the \$1,000,000.00 appropriation, 2) signing attachment E to the CEA and 3) entering into any and all contractual obligations with the state of Louisiana and/or the Louisiana Treasurer's Office related to the \$1,000,000.00 appropriation in HB 1287 of the 2008 Regular Session. The motion unanimously passed.

Mr. Berger stated that a Task Force was needed to make recommendations for Safety and Security for the District, including an (expanded) Ambassador Program. He asked Ms. Rosenberg, Mr. Young, Mr. Sunseri, and Mr. Smith to serve on this Task Force. Mr. Pettus also appointed to serve on the Ambassador Task Force. Mr. Berger requested they meet with DDD representatives and with 8th District Commander, Major Hosli, and Lt. Eddie Selby.

There was a discussion regarding crime camera proposals, working with COPS 8, Lower Quarter Crime Watch and the Guardian Angels. Also mentioned was the cost of private police detail patrols in the lower Quarter. A suggestion was made that our District focus on 1) use of a golf cart type of vehicle to patrol the District, 2) crime cameras and 3) expansion of an Ambassador program. I

A question was raised regarding the personal liability of the Commissioners resulting from the action or inaction of a subcontractor that the District retains to provide enhanced security in the District. Ms. Rosenberg volunteered to contact the Attorney General's office and inquire into this matter.

Motion by Dr. Lupin, seconded by Mr. Smith, to get an opinion from the State Attorney General on the personal liability of Commissioners for the actions of subcontractors was passed on a unanimous vote.

V. Nighttime Economy Report

Ms. Rosenberg reported that a project of the RHI 6 month action plan is to inventory the (non-police) security equipment in the District and identify the private and/or non-8th District police governmental patrols occurring in the District. Mr. Ken Ferdinand is in charge of this Task Force. The Lower Quarter Crime Watch would like to see increased visibility of security personnel on the street.

VI. General Discussion

Mr. Wilson indicated he is working on Marketing for the District.

The Board considered infrastructure needs such as beautification and emergency repairs such as sidewalks and lights. It was emphasized that District does not want to supplant the City's infrastructure repairs in the District but to work with Mr. Mendoza of the Department of Public Works to obtain maximum results for the District. The group was reminded by Mr. Smith that Mr. Mendoza was looking for matching grants to extend his budget.

Reference was made to the Main Street proposed diagonal parking on North Rampart from Canal to Esplanade Avenue. It was suggested that Mr. Mendoza be contacted about a matching grant for stripping diagonal parking to include the DDD.

Mr. Berger thinks that a first priority for safety and security should be getting the (expanded) Ambassador program started.

Next Regular meeting: September 8, 2008, 11 am – 1 pm,

St. Louis Hotel, 730 Bienville

Respectfully submitted,

Carol Greve, Secretary