

**French Quarter-Marigny Historic
Area Management District
Regular Meeting
Monday, September 14, 2009
11:00 am - 1:00 pm
Astor Crown Plaza • 739 Canal Street • New Orleans, LA**

Minutes

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

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

Guests: Annie Flettrich, French Quarter Business Association (FQBA); Billy Guste, Attorney; Bonnye Pardo, French Quarter Citizens; Mavis Early, Greater New Orleans Hotel Lodging Association, Mike Moffitt, VCPORA, Robert Thurman, SEI, Inc., a division of Security Engineers, Inc.

II. Approval of Minutes

Approval of Minutes postponed.

III. Membership of Board Vacancies

A. Bourbon Street Representation

Steve Pettus and Nathan Chapman had lunch with Robert Watters to determine status of Bourbon Street group and found there to be no functioning group. As there is nothing in the legislation to allow the board, under these circumstances, to appoint a representative, the board would have to get the law changed in the next session. It was decided to invite Robert Watters as a guest to all upcoming meetings to give the board input from a Bourbon Street perspective.

Nathan Chapman suggested the Board develop criteria for each organization sending representation to the Board.

B. French Quarter Business Association (FQBA)

Darryl Berger stated that FQBA could possibly appoint an additional representative from Bourbon Street. Additionally, the regular seat being held by FQBA needs to be reappointed for a 4-year term.

C. Greater New Orleans Hotel Lodging Association (GNOHLA)

Both GNOHLA seats end in 2009, and a new representative must be appointed to replace Brett Smith.

**IV. Status of Potential Tax District Election Dates in 2010;
Technical Requirements**

A. 2009 Election Dates

Darryl Berger reviewed the difficulties in trying to get the vote on the ballot in 2009, including technical, practical and political reasons to postpone until 2010. Additionally, finalized business plan unable to be completed in time.

B. September 2010 Date

Kim Rosenberg discussed the benefits of holding the election in Fall of 2010, during state and federal elections. This would avoid FQMAMD incurring additional costs and give time for all technical requirements to be completed.

Darryl Berger stated that if successful, implementation would begin in 2011.

Ted Young agreed that Fall 2010 would work better.

Kim Rosenberg mentioned that the party primary will be held in August 2010. The Proposition only vote for May 1st requires a March 16, 2010 deadline which is not enough time to get City Council approval.

V. Discussion: Research and Production of a Business Plan

A. General Discussion

The need for a practical, detailed, thoughtful business plan was discussed by Darryl Berger and the Board. The Plan needs to be a well-researched, organized effort and needs professional individual or company to take the current draft to the next level.

Mike Moffitt emphasized that this is an opportunity to do something significant for the District but it is imperative to figure out the best way to make it happen. The Business Plan needs to be presented with video in order to instill excitement in the voters. He didn't think the Board would get its money's worth by adding patrols and that something else is needed.

Nathan Chapman stated the plan needs to be multi-year, as the Board may need to buy things in year one, which it won't have to buy in year two and three. Therefore, services could be ramped up in following years. He also stressed the need for public input in the business plan.

Darryl Berger suggested holding individual interviews and going to organizations within the District to help formulate the final version of the Plan and the need for a facilitator to accomplish this.

Several suggestions were made including going to local universities, using Loyola University as it is a Criminal Justice leader, using the University of New Orleans as it already has completed studies in its Hospitality and Tourism program. Additional comments included working with Greg Riggamer, finding a group with experience in writing business plans and using the public relations arm of Keating McGee Advertising.

Darryl Berger called for volunteers to work on the task of recommending two to three names. Included are Carol Greve, Lois Sutton, Kim Rosenberg, Steve Pettus and Sal Sunseri. It is preferred that the selections be local companies or individuals.

Representative from REI suggested looking at other business models and volunteered to get the Board a copy of the Birmingham Program. Once the Board looks at this plan, a few members might want to pay their own way to go to Birmingham.

B. Questions

1. If tax district businesses are housed in tax-exempt buildings such as the French Market and the Pontalba, would they be paying the tax?

No; businesses located in a tax-exempt building will not be assessed a security district tax or fee. Additionally, regarding non-exempt properties, the owner of property, not lessee, will pay any taxes and owner will likely pass on expense. This may create some inequities in the law.

2. How did the Board create the current boundaries?

Darryl Berger explained that the Board went through a lengthy process in 2006 and 2007, to create a District with enough commonality to make sense.

Nathan Chapman stated that initially it was thought that the use of sales tax would fund the work of the Board and the current boundaries made sense under that scenario. If there is support to change the current boundaries, now would be the time to address this issue.

Sal Sunseri stated that without the Marigny representative at the meeting, it made no sense to discuss further and the issue was dropped for the time being.

Nathan Chapman suggested the Board call Chris Costello to attend next meeting.

VI. Treasurer's Report – Status of \$90,000 Funding

Kim Rosenberg suggested the need for a plan of how the Board intends to spend the entire \$90,000 appropriation in order to submit the plan to the State Treasurer's Office for approval in order to use the funds within the December 2010 timeframe.

Some potential uses for the funds are the following:

- North Rampart Mainstreet, Inc. requested a grant of \$25,000
- Parking and Mobility Study has been recommended
- Update and improve the Website
- Need to figure out costs involved with development of Business Plan
- Need money to cover the cost of audit required by government to account for all monies spent

- Money needed to implement marketing and socialization of Business Plan

Kim Rosenberg further stated that Board will not receive the appropriated funding until a detailed plan is submitted to the state showing how every penny will be spent.

Carol Greve reported that Compucast has been paid through September at \$50/month, and Ruff Marketing was paid the negotiated price of \$425.

Kim Rosenberg suggested that before we pay for any improvements to the site, we ask Chris Costello for three recommendations of Internet companies for web hosting and web design.

VII. Other Business

A. Baseline Services

The Board is still trying to get a report of baseline services from Major Hosli of 8th District. A request was sent by Chuck Ransdell to the Superintendent and is awaiting a report.

B. Indemnity Insurance/Cameras

Question of whether Board has/needs liability and D&O insurance?
Billy Guste will follow-up about insurance and with SDT to check on their camera systems. He has contacted companies to get perimeter camera system costs.

VIII. Adjournment

Motion by Sal Sunseri, seconded by Peter Ambrose to adjourn passed by unanimous vote.