

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

Monday, October 6, 2008, 11:00 am to 1:00 pm

Palace Cafe, 605 Canal Street

New Orleans, LA

Minutes

Present: Darryl Berger, Nathan Chapman, Chris Costello, Myra deGersdorff, Carol Greve, Steve Pettus, Kim Rosenberg, Brett Smith, Sal Sunseri, Mark Wilson, Ted Young

Absent: Dr. Ralph Lupin, Jude Marullo

Guests: Brandon Berger, Berger Companies; Bruce Egler, Times Picayune; Bill Langkoff, Louisiana Hotel & Lodging Association.

I. Call To Order

The meeting was called to order by Darryl Berger . Mr. Berger introduced and welcomed the new Commissioner, Myra deGersdorff, General Manager, Ritz Carlton Hotel. He also thanked Steve Pettus for hosting the meeting. Mr. Berger explained that the regularly scheduled meeting of September 8, 2008, was rescheduled because of the Hurricane Gustav evacuation.

II. Minutes of Regular Meeting, July 14, 2008

The Regular Meeting, July 14, 2008, Minutes were unanimously approved on a Motion by Kim and a second by Ted.

III. Review Status of budget items approved for \$50,000 Funding

A. RHI - \$3,500. Kim reported that RHI has completed its contract with FQMAMD and has been paid in full. RHI conducted Round Tables with stakeholders, issued a Preliminary Report, held a Leadership Summit and developed an Action Plan. The RHI Final Report was sent by email to the Commissioners one month ago.

1. Action Plan - Asset Inventory: Kim reported that the Asset Inventory was started by the two interns from Temple University . They started late and had to leave early because of the Gustav hurricane evacuation. Therefore, the Asset Inventory is unfinished. The French Quarter Business Association (FQBA) has agreed to partner with the FQMAMD to finish the project. The FQBA is recruiting Loyola MBA students to complete the work.

2. Action Plan - 1st Joint Public Safety Meeting: Attached is a report on the meeting. Sal reported on a meeting held in August for purposes of coordinating non-police security operations and patrols that occur within the District, including operations of the Lower Quarter Crime Watch, the District's Ambassador patrols, Audubon Institute's security, and French Market Corporation's security.

B. DDD - Parking and Mobility Study - \$20,000: The DDD and the FQMAMD are in the process of finalizing their cooperative endeavor agreement (CEA) for the study. In expectation of the CEA, the DDD has already included the Marigny Triangle portion of the District in the area that is being studied. The study has not been completed. Kim indicated that the study has included Round Tables and a thorough canvassing of the downtown, FQ and Marigny Triangle areas. Chris and Sal are on the Parking Study Subcommittee. Chris reported that the study is now in the analyzing data stage. The study is due before the end of the year.

C. Website - \$5,000: Mark arrived late and missed giving the Website report. Kim reported that the terms of the contract with CompuCast Web Design Inc., are being worked out. Chris is the District's point person regarding the website. Once the contract is signed, CompuCast Web Design, Inc. will create and/or design the website. If possible, Chris will submit a preliminary design to the Commissioners. Kim reminded the group that the work must be completed by December 31, 2008.

D. Summer Promo - \$11,500 (plus matching): Kim reported that the funds were divided up between 1) co-sponsorship of the Seafood Festival - \$5,750., and 2) weekly Tom Fitzmorris Radio Show programs during the summer- \$5,750.

1. The FQMAMD sponsored weekly Tom Fitzmorris Radio Show programs on (Entercom) WWL1350, 4-5 pm Thursdays for a 6 week period to highlight French Quarter and Marigny Triangle happenings, events, restuarants, etc. The contract disbursing the State appropriation (\$5,750.) for 6 weekly shows during the summer months to generate economic activity and tourism in the District during its historically slow season, has been completed and the paid in full. Matching funds have not been raised. When raised, another contract will be entered with Entercom to extend the weekly programming for another 6 weeks.

2. The FQMAMD was one of many co-sponsors of the Seafood Festival that was held at the Old US Mint (State Museum) in the District. The CEA with New Orleans Musical Legends (NOML) is being negotiated.

[A discussion took place regarding marketing and how to measure the effectiveness of promos. Additionally, a question was raised as to whether donations to the FQMAMD are tax deductible. Steve will research this question.]

E. Public Safety Ambassador/Ranger program - \$10,000 (plus matching): Ted reported that he had contact with Patrick Thompson, DDD, regarding the program.. He was told that the DDD is constantly recruiting and training new people for the Ranger program. Kim reported that the \$20,000.00 CEA between the FQMAMD and the DDD requires the DDD to provide 974 ranger/ambassador hours, inclusive of administrative fees. The rangers/ambassadors patrols in pairs on 4 hr. shifts. generally two pairs will be patrolling. Current patrol dates and times are Thursdays and Fridays, 5 – 9 pm, and Saturday, 3 – 7 pm. The Rangers patrol on foot and bicycles. The Rangers are required to make a set number of contacts during their patrols and divide them among the NOPD 8th District's patrol zones. Kim encouraged anyone with suggestions for the program to contact Ted and he will relay the information to Patrick (DDD). The contract provides for and allows the FQMAMD to modify a number of aspects of the program, including patrol dates and times (with some limitations). There were questions raised about how to quantify the success of the program. Kim indicated that Patrick wanted to use contacts and feedback to measure success instead of crime stats. The map of the contacts made by the Rangers in August was circulated.

The effort to raise matching funds for the Ranger/Ambassador program was very successful. Contributors are as follows: Darryl Berger, \$5,000; Pat O'Brien's, \$5,000; FQBA, \$1,000; French Quarter Citizens, \$1,000; VCPORA, \$1,000; and LQCW, \$1,000. To date, only \$5,000 of the amounts pledged have not been received. \$4,000 of the amount pleded/donated will remain after the \$20,000 CEA with the DDD is paid in full. All of the \$50,000 from the state must be spent in this calendar year in accordance with the terms of the FQMAMD's CEA with the State Treasurer's Office. The additional \$4,000 may be spent this year or spent the following year for ambassador/ranger patrol type services. The Board discussed raising additional funds and increasing the size of the ranger/ambassador program. No vote was taken, but the general consensus was that this is a beneficial program and it is worth trying to raise additional money to fund it. Mark will approach bar owners for additional funds.

It was suggested that a letter be sent to all businesses to inform them about the Ranger program and encourage them to make contributions while focusing on personal contact as the most effective way to secure funds.

Contract Process - The Board discussed its existing contract procedure. Following the discussion, the Board voted to modify its procedure for reviewing proposed contracts:

On a Motion by Steve and seconded by Mark, the Commissioners unanimously voted that, once the Board has publicly discussed and voted on the basic terms of a contract (such as the contractor, contract amount, contract purpose and any contract terms), after the contract is reduced to a writing and in draft form, the draft contract will be circulated by its drafter to two or three Commissioners assigned by the Chair to review the draft contract. The contract drafter shall consider all suggestions made by the reviewers, but the drafter is not obligated to accept and/or adopt any of the suggestions.

IV. Discuss Prospects for Funding

On June 30, 2008, Governor Jindal vetoed our \$1,000,000 appropriation, indicating funds were available through directing the Dept. of Culture, Recreation and Tourism. Darryl reported on meetings with Lt. Gov. Mitch Landrieu about the possibility of the District receiving funding through the Dept. of Culture, Recreation and Tourism. The Lt. Gov. said no funds are available. Darryl also reported on meeting with Sen. Ed Murray earlier in the day for information and advice on how to best proceed. Several sources of income were discussed including a one time appropriation and possible recurring sources of revenue.

V. Next meeting Monday, November 3, 2008: Discuss meeting schedule for 2009.

VI. Old Business

Nathan suggested a formal planning process with an outside facilitator that would be longer than a few hours. Several suggestions were made as to who might facilitate this meeting without charge.

VII. New Business

Darryl stated that the November meeting will be a fiscal strategy session.

VIII. The meeting was adjourned on a Motion by Steve.

Next Regular meeting: November 3, 2008, 11 am – 1 pm,

Location TBA

Attachments:

1. French Quarter Marigny Historic Area Management District – 1st Joint Public Safety Meeting, August 27, 2008

Respectfully submitted,

Carol Greve, Secretary



French Quarter | Marigny

HISTORIC AREA MANAGEMENT DISTRICT

1st Joint Public Safety Meeting
Date: 8/27/2008
Location: 100 Conti
Time: 1 pm
Minutes by Annie Flettrich, FQBA

Attendees:

Sal Sunseri of FQMHMAD, FQBA, N. Rampart Main St
Kim Rosenberg of FQMHMAD & LQCW
Marlene Jaffe of FQC
Betsy Kleinfelder of VCPOA
Eric Reitman of House of Blues & FQBA
Mark Wilson of Waldorf Astoria & FQBA
Annie Flettrich of FQBA
Shelly Waguespack of Pat O'Brien's & FQBA
Samara Poche of FQ Realty & LQCW
L. Bryan Francher pf FQC & LQCW
Carol Greve of FQC
Ken Ferdinand of French Market Corporation
Mary Cunningham of James Carter's Office & NOPD
Jason Patterson of Snug Harbor
Patrick Thompson of DDD
Major E.C. Hosli of NOPD 8th District

- Purpose (Sal Sunseri)

Meeting was set to review existing public safety efforts and create a consolidated efforts amongst groups in the 8th district to overcome the perception of the an unsafe French Quarter-Marigny District.

- Review of Existing Public Safety Measures for the French Quarter and Marigny District (8th District)

LQCW (Sam Poche, LQCW President) currently funds a patrol of NOPD officers on special detail through citizen membership. The area is patrolled by an officer Sun – Sat 7 to 11 PM.

NOPD (Major Hosli) is constantly battling the perception that they are not working. The 8th district currently fields an estimate of 5000 call per month, which produces about

1000 arrests and reports. The area is currently 6% below 2007 on crime. There have been 90 armed robberies of which 57 have been cleared (which means there was an arrest) and all offenders reside in other districts. There has been 1 murder for 2008 in the district.

There are 109 Officers in the 8th district; they are split into 3 Platoons to cover that cover the district 24/7:

Walking Beats:

Day - Jackson Square & Canal Street (1st thing in the AM clear out vagrants)

Night – Bourbon Street 100-700 Block works 7P – 3A, weekends: 9P–5A

Task Force Unit

Detective Unit

Patrol Cars:

Lower Quarter, Rampart, DDD, Marigny Triangle

Quality of Life:

Will be attending to the Barker situation, certain venues have been warned and now citations and arrests will follow.

If all is well officers stay in assigned areas, however is there is a disruption in the district officers are pulled and leave posts unmanned.

Mark Wilson (FQBA) interjects by expressing that it hurts the PR of the NOPD when 4-5 officers stand together on a corner. It give the appearance of fraternizing rather than protecting.

Hosli responds that there are an estimated average of 40 arrests on Bourbon St per Week. It takes 3 People per Arrest and 3 Hours per Arrest.

Sal interjects by questioning what can we as the community do to consolidate efforts.

Hosli states his frustration with the NOCrimeline Blog and insists that his office properly reports murders, armed robberies, assaults, etc. He feels he is constantly battling poor perception and that the 8th District is doing it's job and the quarter is safe, according to the numbers.

Sam Poche (LQCW) asks what should their group do to ensure the patrol is effective.

Hosli responds that the group should meet with him to create and accountability system. He also ensures them that District 8 officers are there to support and if the patrol officer detains an offender support with follow. The patrol officer hired by LQCW has the power to take action. If the patrol officer makes and arrest they can call for transport.

Sam would like to redesign the patrol for the LQ and Hosli agreed to meet and consult.

Hosli states that one of the problems in the quarter is lighting. Many lights are out which leaves a dark area for crimes to happen and it harder for a crime to be detected by those around. This is a Public Works issue not a District 8 issue.

Mary Cunningham (Councilman Carter's Office) says street light repair is difficult. As a community street lights that are out need to be reported. She will be reporting all out lights in the quarter to public works in hopes for speedy repair.

She also goes into the efforts Carter's office has taken with Hosli: (In response to Sal's questioning the court system)

- Regular review of Crime maps to adjust NOPD presence
- Initiated pay raises for NOPD and ADAs
- Paid Police Overtime
- Violent offenders unit in DA's office
- Convened Criminal Justice leadership Alliance (all players working together)
- Ordinance Priorities
- Refocus of resources on violent offenders
- Independent Police Monitor
- OIG
- Charter Change for independent monitor in the OIG

Hosli follows up stating there is a ADA that works out of the station, which give the police insight as to what is missing from reports so that it has a better chance of leading to a conviction. There is certainly a better relationship between the officers and the DA's office.

Mounted Police:

Mounted police are only in the 8th district on the weekends or by special request for events. (10 will be on the streets for Decadence this weekend)

Are a special detail and are expensive.

Polaris & Scooters:

The district has some extra mobility that has helped with the polaris and the scooters. This is another way for the police to be seen in the community.

The group agrees that it is somewhat of a perception issue and people like seeing the police on the scooters, polaris and the horses.

When asked what resources are needed...

Man power, there is a recruiting class about to graduate and the 8th district hopes to retain 4-5 new officers.

Budget is not an issue for paying officers, but for supplies. The budget is not allocated to office supplies.

Cops 8 donations help with some things, including the new scooters.

There are currently 26 security cameras in and around the quarter. They are currently on roam and will soon be programmed to hold 72 recorded hours and possibly up to 5 days.

Hosli invited everyone to join his email blasts to be informed about the 8th District.

Sal mentions other safety patrol options that are occurring or have been offered.

- Black Hawk Security has a 26 officer program offered for \$200/month
- Guardian Angels (are they working)
Brought in by Rev Tony Talleva
Travel in groups of 3
Have the ability to radio for police back up
Need more funding to continue
The group agrees this creates a bad PR perception
- Regular Mounted Details
8 – 2/3 AM costs \$750
Mark Wilson comments this type of detail is expensive to maintain
- Contributions by participating organizations
VCPORA & FQC are contributing to the DDD's monitored safety ranger program
- Bourbon Street Bars cannot hire police or private security companies
- The Ranger Program
Sal mentions the \$1 M request to the state that was line item vetoed, which was intended to fund the program. Now organizations have financed the program through the end of the year

Patrick Thompson discusses:

The program started as a tourism driven program that would last 4 years. It has since grown into a safety program that the DDD & NOMCVB have funded beyond those initial 4 years with a focus now on security and tourism. The rangers travel on foot and bike from one end of the district to the other. The FQMHAD wanted the DDD to extend the service through the Quarter and Marigny, it has contracted for the remainder of 2008. 974 hours of Patrol, 48 hours per week, 2 pairs of rangers, 3 nights a week. THR – F 5p-9p & Sat 3p-7p.

Ranger are intended to be proactive and knowledgeable. They are tested on history and landmarks before hitting the streets. DDD would like to collaborate with members of participating groups to add to the education program for the rangers.

The program benefits the DDD & the FQMHAD because of being able to hire more rangers and shifting man hours where needed determined by events, Rangers for the FQMHAD are distinguished by buttons with the logo.

Ken Ferdinand (FMC) states that the office at Washington Park, formerly a police substation, will be used as a security dispatch point for the French Market District.

They are still installing security cameras, most will be in the French Market. He states that there are so many supplemental security measures around the area we should create a map.

Kim states that it doesn't feel like there is coordination between all of the security measures being taken and we should come together and create a unified front.

Kim also suggests that as a group we make a request to the superintendent to keep mounted horses in the quarter, possibly hold a meeting with the mounted patrol commander would help. Also, with our assistance we could coordinate with SDT to facilitate clean up from the horse patrol.

Meeting ended with a unified willingness to coordinate efforts and investigate a central security venture.