

French Quarter Management District

Monday, February 2, 2015

365 Canal Street, 20th floor, New Orleans, LA

Meeting Minutes

The following Board Members were in attendance: Darryl Berger, Brian Furness, Al Groos, Lori Herbert, Lary Hesdorffer, Jim Oliver, Steve Pettus, Kim Rosenberg, Robert Watters, Ted Young

Absent were: C.E. Adler, Tony Marino, Sal Sunseri

Guests: Robert Simms (Chair of Security Task Force), Gail Cavett (Chair of Infrastructure Committee), Beverly Fulk, Derrick Francis, Daniel Altenloh, Carol Gniady, Patricia Meadowcroft, Chad Pellerin, Angela Taylor, Susan Guillot, Ann Kesler

I. Meeting called to order by Steve Pettus

II. Approval of Minutes

The minutes of the December, 2014 meeting were approved by unanimous vote.

III. Public Comment

Steve Pettus explained that public comment will now be handled via a public comment sign in sheet, which was circulated.

IV. Chairman's Comments

Steve Pettus reported that approval has been given by the NOCVB and the NOTMC for funding of FQMD staff. Each entity will be providing 75k per year for 2 years. Applications are currently being accepted for the Executive Director position and office locations are being considered.

Steve read a Letter that the FQMD received from Empire Services, the company that was awarded the contract to provide daily sanitation services in the French Quarter. The letter was an introduction of the company from Al Hilton, CEO of Empire Services. Brian Furness requested that a copy of the letter be sent to the Sanitation Committee, which Lori Herbert will handle.

Steve distributed a document titled "What are the legal responsibilities of nonprofit boards?" to the Commissioners. Although the FQMD is not a nonprofit, Steve felt that the document contains helpful information as to the standards of conduct and attention in carrying out the responsibilities of any organization.

V. Adjustment to April 2015 Meeting Date

Steve Pettus requested that the time for the April 2015 meeting be changed from noon to 4pm. A motion was made to change the April 6th meeting time to 4pm. The motion passed by unanimous consent.

VI. Status of CEA's with City and Related Matters

Kim Rosenberg reported that the FQMD executed the CEA with the City regarding the security patrol for the Bourbon Street area. The FQBL will be donating 50k per month to the FQMD as a donation to fund the patrols. Kim further explained that we are also in the process of creating another CEA with the City and the NOCVB, who will provide a matching 50k per month in

donations for the Patrol. A motion was made to approve that the FQMD Chair execute the CEA with the City and the NOCVB. The motion passed by unanimous consent.

VII. Executive Director Search Update

Ted Young reported that several applications have been received for the position of Executive Director. We will be accepting applications until February 16th. At that time, the search committee will narrow the applicants down to the top 3 and bring the applications to the board. Brian Furness requested that the employment information be posted on the FQMD website and that the information be forwarded to other local organizations. Lori Herbert will post the information to the website and Steve Pettus will forward the information to other organizations.

VIII. Status of New Financing Resources for FQMD

Steve Pettus relayed that the Finance Committee is working on various sources of potential funding.

IX. Infrastructure Committee Report

Gail Cavett reported that the Infrastructure Committee presented information to the City Council concerning the problem with oversized vehicles in the French Quarter. They were able to convey to the Council the information that Councilmember Ramsey asked to be conveyed. Gail reported a general feeling of astonishment from the Council that this issue had never been brought to them in the past. The committee will be moving forward toward the next phase of work and meeting with stakeholders. Gail will bring more information to the next board meeting.

Steve Pettus reported that he and Gail Cavett had a meeting with representative from Cisco, Coca Cola, Budweiser, the Beer League, Crescent Crown, and the Louisiana Restaurant Association. It was a positive meeting where they agreed in concept to work together to reduce the problems. Currently, the committee is waiting for confirmation of another meeting.

X. Security Task Force Report

Bob Simms reported that he will continue as Chair of the Security Task Force. Grateful appreciation from the Board was expressed that he will continue his good work with the Task Force. Kim Rosenberg reported that Bob has recently received 2 awards, 1 from the Police and Justice Foundation for his work on the Safecams Nola program and one from the French Quarter Business Association.

Bob reported that new goals were established at the recent Security Task Force meeting:

- Supplemental police presence:
 - Get the Bourbon Patrol up and running
 - Expand the SPP to the rest of the French Quarter
 - Continue working on longer term funding solutions
- Lighting
 - Continue to status street lights and coordinate with DPW
 - Continue with the dusk to dawn initiative
- Security Cameras
 - Encourage Camera Owners to upgrade to hi definition
 - Encourage Commercial entities to focus some of their cameras on the street

Near term Actions to be taken:

- Bourbon patrol
 - Revise patrols to integrate CVB funding
 - Solicit other Bourbon Street businesses to join the program
 - Implement the Startup plan

- SPP for the Remainder of the French Quarter
Develop a plan and funding requirements
Work with Businesses, Residents, the CVB and the City to finalize

Bob reported on the French Quarter Crime Statistics, focusing on crimes against persons and gave a block by block comparison for December and January. He noted that multiple initiatives are underway for improved French Quarter Security. Some of the initiatives include the increased State Trooper presence and the efforts of the NOPD to have their Reserve unit reenergized by asking retired officers to consider coming back by participating in the reserves. Reserve Officers who work at least 36 hours per month are eligible to work paid details through the Office of Police Secondary Employment. The Reserve Division is open to all former NOPD Officers who have retired or resigned from the Department in good standing. Once accepted, Officers will be reinstated at the rank at which they left the Department up to Lieutenant. To date, 63 Reserve Officers have signed up. All Louisiana Peace Officer Standards and Training Council (post) certified officers are also eligible to join the NOPD reserves.

Ideas for Security funding options for 2016 were discussed including:

- Quarter for the Quarter:
Possible 0.249% increased sales tax in the FQMD boundaries, could generate \$2m - \$4m per year, would require City Council action and a vote by FQ voters.
- Bourbon VCE Economic Development District :
Possible 0.25% transaction fee, could generate \$2m per year, would require City Council action and a vote by Bourbon VCE registered voters.
- Parcel Fee:
Similar fee structure to that proposed by FQMD, could generate \$1m per year, would require state action and a vote by FQ voters.

A motion was made to make the following changes to the Security Task Force membership: Add Mike Roberts and Mike Tilburg, remove Lindsay Kirk. The motion passed by unanimous consent.

XI. Vision Task Force Report

Kim Rosenberg reported from the Vision Task Force meeting that the Chair, Sue Klein, has requested that the board move on the sanitation initiative regarding use of 3ply black bags in the residential section of the French Quarter and on the process of defining a firm timeline for removal of roll carts. Kim said that the Government committee will take up the initiative. Steve Pettus suggested that the committee might consider meeting with Empire Sanitation to discuss the issue.

Robert Watters inquired as to whether the Sanitation Department and the Rodent Control Office had been contacted as to what their current position on these items may be and suggested that it should be done.

XII. Government Committee Report

Kim Rosenberg reported that the Government committee did not meet in January. Per the discussion at the last meeting, the committee is scheduled to begin to revisit the sound ordinance issue, having it be a comprehensive ordinance for the entire French Quarter that will address low frequency sound as well as high frequency. The committee does not plan to get into substantive issues at the meeting later today (February 2nd), but just begin to look into what topics need to be considered for a comprehensive ordinance.

Kim relayed that Cars To Go has requested to make a brief presentation at the Government Committee meeting and anyone is welcome to attend.

XIII. Discussion of Bylaws for the FQMD

Steve Pettus relayed that he received requests from FQC and VCPORA to meet concerning bylaws and related matters. Because of this request, he is delaying further discussion on the bylaws until after he has had an opportunity to meet with both groups.

Susan Guillot inquired as to where the FQMD stands on bylaws. Steve Pettus explained that the FQMD adopted updated bylaws, with the exception of a committee section, at the December FQMD meeting. Copies were distributed at the December meeting with several small changes made that are reflected in the December meeting minutes that were handed out at today's meeting. The bylaws, as are meeting minutes after board approval, will be posted on the website. A copy was given to Susan for her records. Darryl Berger noted that we are compliant with legislative requirements. Patricia Meadowcroft expressed her appreciation for the opportunity to meet with Steve Pettus.

Chad Pellerin had questions on state reporting by the FQMD. Kim Rosenberg explained that we are a freestanding political subdivision of the state. Financial reporting is done yearly, with details of the submitted reporting dependent on how much money is brought in during any particular year. Complete financial records plus minutes and all other pertinent information is provided to Postlethwaite & Netterville, the firm engaged to do the reporting.

XIV. Officers for 2015

Steve Pettus will continue to meet with commissioners to determine interest. Meanwhile, we have Officers in place until the end of March.

XV. New Business

Steve Pettus responded to a comment that had been made to him concerning speaking publically on behalf of the FQMD. He explained that, in the best interest of FQMD, as it would be with any organization, it's important that involved parties always clearly identify whether they are speaking on behalf of the FQMD or whether they are expressing a personal opinion.

There being no further business before the Commission, the meeting was adjourned at 1:20pm.

Submitted as a true copy of the minutes of the above meeting,

Lori Herbert,
Secretary