

FINANCE & DEVELOPMENT COMMITTEE

Meeting Notes

Tuesday, 15 April 2025, 3:00 pm

Bienville House, 320 Decatur Street, New Orleans, LA 70130

1. Call to Order, Reading of the Agenda, and Roll Call

The meeting was called to order at 3:00 PM and the agenda was read into the record.

COMMITTEE MEMBERS				VOTES			
First Name	Last Name	Present	Absent	Approve meeting notes	Authorize Board Chair to award, sign, and execute street marking contract	Approve the budget amendment requests as presented	Approve Board Chair to sign State Appropriations Q3 Report
Frank	Zumbo	X		Yes	Yes	Yes	Yes
Heidi	Raines		X	-	-	-	-
Sue	Klein		X	-	-	-	-
Christine	Bondio	X		Yes	Yes	Yes	Yes
Jane	Cooper	X		Yes	Yes	Yes	Yes
Alex	Fein	X		Yes	Yes	Yes	Yes

INTRODUCTION OF ATTENDEES:

GUESTS		
First	Last	Role
Michelle	Courseault	FQMD Executive Director
Shelby	Ursu	FQMD Coordinator
Glade	Bilby	FQMD Commissioner

2. Public Comment:

No written public comment was received.

3. Motion – Consider a motion to approve the previous meeting notes

Jane Cooper made a motion to approve the previous meeting notes. Frank Zumbo seconded the motion, and it was approved.

4. Committee Chair's Comments

Chair Alex Fein welcomed the Committee members. He thanked Michelle Courseault and John Foard for their hard work streamlining the budget and creating a new, more comprehensive format.

5. Follow Up Items from Last Meeting –

- a. Discussion – Need for Finance & Development May 12 meeting (1:15 pm before Board meeting) to discuss / approve 2025 Budget Amendment Requests by Government Affairs

Ms. Courseault stated that the Committee will need to meet in May in order to review and approve budget amendment requests from the Government Affairs Committees before the Board of Commissioners meet on May 12th. The Committee agreed to schedule a 1:15 PM meeting on Monday, May 12th before the Board meets at 2 PM. Shelby Ursu will send out the calendar invitations to the Committee members.

6. Presentations –

French Quarter MANAGEMENT DISTRICT

a. **Alex Fein To Present: FQMD Fiscal Budget Review (new format)*

See attached documents. Ms. Courseault reviewed both the budget summary and the budget details documents with the Committee, noting that the “income” section of the summary document breaks down all income, including the French Quarter Economic Development District (FQEDD) Trust Fund numbers. She clarified that, though the Trust Fund money is never physically in the FQMD’s account, the FQMD is fiscally responsible for managing and spending these funds. Mr. Zumbo recommended adding a sentence in both documents detailing how the Trust Fund works, to avoid any confusion. Ms. Cooper suggested that, if there are no new updates or progress with the OJP Byrne grant by the end of June, to not include it in any of the budget documents moving forward. Christine Bondio asked if New Orleans & Company (NO&CO) would continue to substitute the funds. Ms. Courseault answered yes, adding that she has reminded NO&CO last month that if the OJP Byrne grant has not arrived, they will be billed accordingly this month. The Committee reviewed the expenses listed under the Public Safety, Security, Quality of Life, and Professional Fees sections. Ms. Courseault stated that at the next Committee meeting, the Committee will review the State appropriations fund and forecast what can be spent in the last quarter of the appropriations timeline. Ms. Courseault stated that she will be asking each Committee to prepare a wish list of future projects so that if any unexpected funds are received in the future, the FQMD will know which projects are top priority. Ms. Cooper thanked Ms. Courseault for her hard work on creating the new budget format, and recommended that she reach out to Committee members Heidi Raines and Sue Klein to review these updates. Ms. Courseault will speak with Ms. Klein and Ms. Raines individually to review and discuss the new budget format. Mr. Fein suggested that the Committee look at these reports each month. Ms. Courseault will work with Mr. Foard on making the new budget format into a monthly report moving forward.

7. Discussions –3

a. Motion – Consider a motion to authorize the Board Chair to award, sign, and execute the Street Marking Infrastructure contract.

See attached document. Ms. Courseault reported that there was only one bidder who submitted a proposal for the Street Marking Infrastructure Request for Proposals (RFP). She added that Bob Bejarano, the FQMD Program Manager who will be overseeing this project, recommended that the FQMD host a meet and greet event to local contractors so that they can learn more about the FQMD and get a better impression of the organization. Ms. Courseault stated that contractors have avoided submitting to RFPs released by the City in the past because there is a history of contractors not being properly paid on time. She added that she does not want contractors to have this same impression that the FQMD does not pay it’s vendors on time, noting that holding a meet and greet could lead to more RFP submissions in the future. The Committee agreed that holding an event to give contractors the chance to ask any clarifying questions about the FQMD would be beneficial. Ms. Cooper added that this event would not be tied to a specific bid, but would be informational about the FQMD’s future RFPs, and should be hosted in between projects while no current RFPs are out. **Ms. Bondio made a motion to authorize the Board Chair to award, sign, and execute the Street Marking Infrastructure contract. Mr. Zumbo seconded the motion, and it was approved.**

b. **Motion – Consider a motion to recommend approval to the Board of Commissioners the budget amendment requests as presented.*

See attached document. Ms. Courseault reviewed the budget amendment requests with the Committee, stating that it is the Committee’s responsibility to review the requests monthly, prior to the Board’s final review and approval of the amendments. She noted that the budget amendment process will take place twice a year, in either June or December. Mr. Fein added that this budget amendment request form will not be as extensive month to month, noting that most of today’s requests are procedural corrections. **Ms. Cooper motioned to recommend approval to the Board of Commissioners the budget amendment requests as presented. Mr. Zumbo seconded the motion, and it was approved.**

c. Review 2025 Q1 Finance and Development Committee Work Plan & Budget

See attached document. The Committee reviewed the 2025 Work Plan and agreed that, with the new streamlined budget process, the Committee is heading in a good direction. No revisions were made to the document. Ms. Courseault encouraged the Committee members to review the timesheets submitted by Ellie Rand Public Relations, as well as the document included in the meeting packets that details all media coverage since January 1st, 2025.

French Quarter

MANAGEMENT DISTRICT

8. New Business– To consider and take action upon any other matters that may properly come before the French Quarter Management District Finance & Development Committee

Ms. Cooper reported that the State appropriations Q3 report needs the Board Chair signature before being officially submitted. She stated that Ms. Courseault and Mr. Bejarano have been working extensively to ensure that the FQMD is reporting to the State according to the State guidelines. Ms. Cooper noted that projects have been identified for the use of the remaining funds, and these projects will be completed within the appropriations' timeframe. **Mr. Zumbo made a motion to authorize the Board Chair to sign the State appropriations Q3 report for submission. Ms. Bondio seconded the motion, and it was approved.**

Mr. G. Bilby asked the Committee if there were any updates on the French Quarter economic impact study that is being funded through the FQEDD. Ms. Courseault replied that Alex Dunkenberger has drafted the RFP, adding that she hopes that Mr. Dunkenberger will provide more details on this topic at the May 7th Government Affairs Committee meeting.

9. Next Meeting Date:

The next scheduled meeting date of the Committee is Monday, May 12th, 2025 at 1:15 PM at the Historic New Orleans Collection, Boyd Cruise Room, 410 Chartres Street.

10. Adjournment

Ms. Bondio made a motion to adjourn. Ms. Cooper seconded the motion, and the meeting adjourned at 3:47 PM.

	L	M	N	O
2	January -March 2025			
3		Budget	YTD	% of Budget YTD
4	Income	\$ 8,591,163	\$ 3,660,181.07	43%
5	Admin Fees	\$ 300,000	\$ 101,509.20	34%
6	Trust	\$ 4,055,240	\$ 692,075.73	17%
7	Contracts	\$ 2,600,000	\$ 1,250,000.00	48%
8	Interest Income	\$ 34,200	\$ 16,596.14	49%
9	FQMA	\$ 1,723	\$ -	0%
10	<i>Street Lights Rollover</i>	\$ 1,600,000	\$ 1,600,000.00	100%
11				
12	Expenses	\$ (8,189,256)	\$ (2,588,090.52)	32%
13	<u>Programming</u>			
14	Security	\$ (5,010,010)	\$ (1,454,350.44)	29%
15	Public Safety	\$ (2,463,230)	\$ (1,022,573.39)	42%
16	Quality Of Life	\$ (257,000)	\$ (111,166.69)	43%
17				
18	<u>Operations</u>			
19	Payroll / Benefits	\$ (203,934)	\$ (34,787.92)	17%
20	Admin	\$ (91,602)	\$ (24,739.33)	27%
21	Prof. Fees	\$ (163,480)	\$ (23,676.40)	14%

	A	B	C	D	H
1	Updated as of 4.3.2025 12:34pm				
2	Actuals (Jan. - Mar 2025)				
3	2025 BALANCE			\$ 401,907	Jan-Mar
4	Income	Budget	By Contract	\$ 8,388,653	
5	Admin Fees		\$ 300,000		
6	NOCO			\$ 150,000	\$ 75,000.00
7	FQEDD Trust			\$ 150,000	\$ 26,509.20
8	Contract Revenue***	\$ 2,600,000.00	\$ 6,655,240		
9	State Appropriations			\$ 1,250,000	\$ 1,250,000.00
10	FQEDD Trust***			\$ 4,055,240	\$ 692,075.73
11	NOCO			\$ 404,889	\$ -
12	Byrne Grant			\$ 945,111	\$ -
13	Interest Income	\$ 34,200.00	\$ 34,200		\$ 16,596.14
14	FQMA	\$ 500.00	\$ 1,723		\$ -
15	Street Lights Rollover		\$ 1,600,000		\$ 1,600,000.00
16	Expenses			\$ (8,189,256)	
17	PROGRAMMING				
18	Security			\$ (5,010,010)	
19	SPPP (Personnel, Operating, Recurring)		\$ (3,410,010)		\$ (1,052,310.00)
20	UQP /E		\$ (1,600,000)		\$ (402,040.44)
21	Public Safety			\$ (2,463,230)	
22	TASGNO (Case Mgmt, Transportation)		\$ (223,642)		\$ -
23	Covenant House		\$ (61,322)		\$ -
24	License Plate Readers		\$ (47,666)		\$ -
25	Cameras Maintenance		\$ (56,600)		\$ (12,212.36)
26	Pedestrian / Vehicle Safety		\$ (120,000)		\$ -
27	Street Lights Project		\$ (1,600,000)		\$ (1,010,361.03)
28	Infrastructure Improvements		\$ (325,000)		
29	Signage		\$ (5,000)		\$ -
30	UQP Body Armor Upgrades		\$ (24,000)		\$ -
31	Quality of Life			\$ (257,000)	
32	Graffiti Abatement		\$ (25,000)		\$ -
33	Recycling		\$ (150,000)		\$ (111,166.69)
34	Code Enforcement		\$ (82,000)		\$ -
35	OPERATIONS				
36	Payroll (Salaries + benefits)			\$ (203,934)	
37	Employee Benefits				\$ (2,660.84)
38	Payroll				\$ (27,284.54)
39	Processing Fees				\$ (549.00)
40	Taxes				\$ (4,150.44)
41	Worker's Compensation				\$ (143.10)
42	Admin			\$ (91,602)	
43	Memberships		\$ (1,750)		\$ (1,750.00)
44	Office Supplies		\$ (23,200)		\$ (9,889.91)
45	Mobile Data Charges		\$ (5,900)		\$ (820.59)
46	Rent		\$ (20,916)		\$ (4,800.00)
47	Utilities (Email, RingCentral Phone)		\$ (2,679)		
48	Insurance		\$ (29,257)		\$ (6,956.28)
49	Conferences & Meetings		\$ (4,300)		\$ (379.87)
50	Travel		\$ (2,900)		\$ -
51	Parking		\$ (500)		\$ (113.68)
52	Bank Fees		\$ (200)		\$ (29.00)
53	Professional Fees			\$ (163,480)	
54	Advertising / Marketing		\$ (61,600)		\$ (14,741.46)
55	Accounting Fees		\$ (25,000)		\$ (3,315.00)
56	Audit Fees		\$ (25,000)		\$ (1,106.00)
57	Legal Fees		\$ (7,000)		
58	Program Manager		\$ (43,680)		\$ (4,513.94)
59	Website		\$ (1,200)		
60					

	A	B	C	D	E	F	G	H	I	J	K
	<div> <div>Date</div> <div>Reviewed</div> <div>Denied / Revised</div> <div>Approved by</div> <div>Approved / Denied</div> <div>Denied / Revised</div> </div>										
1	Request	Line Item & Line #	Description	Requested By	Date Requested	Date Reviewed by Finance & Dev?	Approved / Denied / Revised?	Denied / Revised Explanation	Approved by BOC?	Approved / Denied / Revised?	Denied / Revised Explanation
2	Increase to \$150K	Glass Half Full Recycling	Reflects State appropriations contract (from \$119,600 to \$150K)	Livability	3/12/2025	4/15/2025					
3	Increase to \$300K	Income/Admin Fees	Reflects 2025 executed CEAs with NOCO: \$150k for Admin Fees + FQEDD Trust \$150k for admin fees	ED	3/1/2025						
4	Increase to \$1,750	Income/FQMA Fiscal Agent Fee	Reflects 2025 executed CEAs with FQMA of \$1k flat rate as fiscal agent + 3% of annual deposits (\$24k in 2024) , thus 3% +\$1k = \$1,750	ED	3/1/2025						
5	Decrease to \$0	Expense/FQMD Admin Fee	Admin fee reflected in income Admin Fees	ED	3/1/2025						
6	Decrease to \$0	Expense/Appropriations Contingency	Contingency fee is the 10% overage reflected in Income Contract Revenue (describes the amount that grant can go over in its allotted expenses)	ED	3/1/2025						
7	Increase to \$19,200	Expense/Rent	2025 Contract reflects \$1,600 / month	ED	3/1/2025						
8	Increase to \$203,934.63	Expense/Payroll	Reflects Executive Director & Coordinator salaries	ED	3/1/2025						
9	Increase to \$25K	Expense/Payroll	Reflects Finance & Development Committee approved increase	ED	3/1/2025						
10	Increase to \$45,500	Expense/Program Manager	Reflects State contract amount allotment	ED	3/1/2025						
11	Increase to \$1.6M	Expense/Patrol Expenses - UQP/E	Reflects full 12 months of Upper Quarter Patrol/Expansion	ED	3/1/2025						
12	Increase \$1,906,770.50	Expense/Pedestrian / Infrastructure / Traffic	Reflects \$325k in State contract + \$1,581,770.50 for Street lights rollover	ED	3/1/2025						
13	Increase by \$4,300	Expense/Prof. Fees / Website	Webpage addition for Sales Tax Renewal	ED	4/1/2025						

Finance & Development Committee

Organization Structure

- Continue to develop the organizational structure of the FQMD through policy and procedure adoption, and operational strategy, as needed
- Review and recommend organizational staffing and structure to achieve FQMD objectives

Financial Analysis and Budgeting for FQMD Contracting

- Review all Cooperative Endeavor Agreements, Memorandums of Understanding, Contract /Amendments, Vendor Agreements
- Continue to explore potential funding opportunities
- Budget review for funding requests and annual budget
- Review budget spending and completion of budget fulfillment obligations

Public Relations

Manage Public Relations vendor deliverables, communications of KPIs



ERPR

ellie rand public relations

INVOICE

From:

Ellie Rand Public Relations/Front Row Center LLC

7916 Burthe Street, New Orleans, LA 70118

(504) 343-6551

ellie@ellierandpr.com

Employer Identification # 02-0678986

To:

French Quarter Management District

400 N. Peters Street, Suite 206

New Orleans, LA 70130

Date:

April 8, 2015

Due Date:

Upon Receipt

Invoice #2025-10 Please *make checks payable to: Front Row Center, LLC*

For: Renewal Tax Marketing Campaign

Amount Due: \$4,300.00

- \$3,600.00 Creative and Production Services Fee
- \$700.00 for web site updates

Payments not received within 30 days of receipt of invoice will be subject to a 10% late fee.

FQMD 2025: Public Relations (ERPR) : KPI's Q1

Full January Media Response Report:  FQMD Media Response Report Jan 102025

FQMD Clips 2024 & 2025:  FQMD Media Coverage

FOX 8 - April 6, 2025

Volunteers clean up French Quarter ahead of Festival Crowds for 'Love the Boot Week'

- <https://www.fox8live.com/2025/04/06/volunteers-clean-up-french-quarter-ahead-festival-crowds-love-boot-week/>

The Times-Picayune | NOLA.com - Sophia Germer | April 5, 2025

Photos: Volunteers clean around the Moonwalk Riverfront Park during Love the Boot Week

- https://www.nola.com/multimedia/photos/love-the-boot-week-french-quarter-management-district-litter-removal/collection_45cd5793-60e8-4b92-a866-d2983f8b2eba.html#1

Audacy - Newell Normand | March 5, 2025

- <https://www.audacy.com/podcast/newell-normand-b9f07/episodes/is-making-bourbon-st-pedestrian-only-safer-for-the-citizens-407c9>

FOX 8 - March 5, 2025

- [Is New Orleans' SEAR 1 security designation for Mardi Gras here to stay?](#)

New Orleans CityBusiness - Meghan Keen-Boehm | March 4, 2025

Here's where to recycle all of those Carnival beads

- <https://neworleanscitybusiness.com/blog/2025/03/04/heres-where-to-recycle-all-of-those-carnival-beads/?ActOnUniqueID=NOPG89694>

Biz New Orleans - Kelly Hite | February 26, 2025

New Orleans Hotels Extend Massive Clean-Up Efforts

- <https://bizneworleans.com/new-orleans-hotels-extend-massive-clean-up-efforts/>

Biz New Orleans - Kim Singletary | January 21, 2025

Biz Talks Podcast Episode 224: Status Report with the French Quarter Management District, Pt. 1

- <https://bizneworleans.com/episode-224-status-report-with-the-french-quarter-management-district-pt-1/>

- Included in 1/21, 1/22, 1/23, 1/27, 2/1 newsletters.

Biz Talks Podcast Episode 225: Status Report with the French Quarter Management District, Pt. 2

- <https://bizneworleans.com/episode-225-status-report-with-the-french-quarter-management-district-pt-2/>

- Included in 1/28, 1/30, 1/31, 2/3 newsletters.

NPR | WWNO - Matt Bloom | January 21, 2025

After truck attack, New Orleans residents push for car-free areas in French Quarter

- <https://www.npr.org/2025/01/21/nx-s1-5262454/after-truck-attack-new-orleans-residents-push-for-car-free-areas-in-french-quarter>

WWL Radio - Tommy Tucker & Ian Auzenne | January 16, 2025

French Quarter leader calls for "common sense," dialogue to make area safer

- <https://www.audacy.com/wwl/news/local/french-quarter-leader-calls-for-common-sense-dialogue>

WWNO - Matt Bloom | January 15, 2025

Should Bourbon Street be a 24/7 pedestrian mall? Truck attack reignites old debate

- <https://www.wwno.org/wwno/2025-01-15/should-bourbon-street-be-a-24-7-pedestrian-mall-truck-attack-reignites-old-debate>

The Times-Picayune | NOLA.com - Joseph Cranney & Jeff Adelson | January 8, 2025

Bourbon Street attack probes to kick off as criticism of French Quarter divisions revived

- https://www.nola.com/news/bourbon-street-attack-investigations-council/article_40fb1b72-cd4a-11ef-b6cb-73bd35f953e4.html

CBS - Rhona Tarrant | January 6, 2025

Years of warnings preceded Bourbon Street attack as bollard repairs lagged

- <https://www.cbsnews.com/news/bourbon-street-attack-bollard-repairs-new-orleans/>

WWL-TV - Mike Perlstein | January 6, 2025

Deadly New Year's attack in New Orleans prompts security questions

- <https://www.wwltv.com/article/news/crime/bourbon-street-attack/new-orleans-bourbon-street-terror-attack-security-carnival-superbowl/289-9353315b-cc4b-4fef-97f4-b7bc78818da1>

NPR | WWNO - Debbie Elliot | January 5, 2025

New Orleans residents say they won't let an act of terror destroy the city's spirit

- <https://www.npr.org/2025/01/05/nx-s1-5246596/new-orleans-residents-say-they-wont-let-an-act-of-terror-destroy-the-citys-spirit>

ABC - Aaron Katersky | January 3, 2025

New Orleans officials were warned in 2019 that Bourbon Street was vulnerable to car-ramming attack

- <https://abcnews.go.com/US/new-orleans-officials-warned-2019-bourbon-street-vulnerable/story?id=117309921>

PBS News Hour - Laura Barrón-López | January 3, 2025

'They're not going to run us off': French Quarter begins return to normalcy after attack

- <https://www.pbs.org/newshour/show/theyre-not-going-to-run-us-off-french-quarter-begins-return-to-normalcy-after-attack>

NBC News - Laura Strickler | January 3, 2025

Vehicle attacks are difficult to prevent — but New Orleans fell short, experts say

- <https://www.nbcnews.com/news/us-news/new-orleans-fell-short-guarding-new-years-vehicle-attack-experts-say-rcna186140>

The Times UK - Samuel Lovett | January 3, 2025

The warning five years ago that could have stopped New Orleans attack

- <https://www.thetimes.com/world/us-world/article/new-orleans-bourbon-street-officials-warned-attack-l7bnxn30t>

CBC News (Canada) - January 3, 2025

Interview facilitated with Jane Cooper.

The New York Times - Adam Nossiter | January 2, 2025

Could Better Security Have Stopped the New Orleans Terror Attack?

- <https://www.nytimes.com/2025/01/02/us/new-orleans-security-truck-attack.html>

The Times-Picayune | NOLA.com - Tony McAuley & Stephanie Riegel | January 1, 2025

As Super Bowl looms, New Orleans officials to review security in wake of deadly attack

- https://www.nola.com/news/business/new-orleans-attack-super-bowl-security/article_df656db8-c858-11ef-bac4-67c05ba87f83.html

The Times-Picayune | NOLA.com - John Simerman & Ben Myers | January 1, 2025

Bourbon Street barriers were down, being replaced when driver struck dozens in mass attack

- https://www.nola.com/news/new-orleans-bourbon-street-bollards/article_19ae4faa-c84d-11ef-bf90-e7ba5e65dca6.html

CNN - Erin Burnett | January 1, 2025

Interview facilitated with Jane Cooper.

-  CNN 1-1

BBC - Lexy O'Connor | January 1, 2025

Interview facilitated with Jane Cooper.

January 2025 Retainer Hours: 40 Actual Hours: 55.75

Ellie Rand			Jared Florane		
Date	Hours	Description	Hours	Description	Total Hours
Wednesday, January 1	5	Respond to national media requests, aling CNN interviews, field all calls BBC, PBS News hours, etc	1	Publicity recording/clips management.	6
Thursday, January 2	4	Manage media for Bourbon St. FQMD study and interviews	0.25	Publicity recording/clips management.	4.25
Friday, January 3	2	Fly back from Puerto Rico. Coordinate statements with Jared F, Michelle C.	4	Coordinate statements/responses to inquiring media.	6
Saturday, January 4	1.5	Coordinate with Christian for media interws	0		1.5
Monday, January 6	3	connect Christian Pendelton to CNN and NBC for interviews. Work with Jane to write statement about study and contracting. Send statement for inquiries/CNN	1	Publicity recording/clips management, NOLA.com interview management.	4
Tuesday, January 7	3	Call with Tony MC/nola.com and Jane re: infrastructure story, return CNN caller/answer	0		3
Wednesday, January 8	4.5	Media calls and interview requests	0		4.5
Thursday, January 9	3.5	Work on media calls report for board meeting; speak with michelle about press release and review summary she sent; field and respond from WDSU about Bourbon St memorial; pitch Kimberley Biz podcast for Jane and arrange, provide background, etc. Field request for interview from WWNO/discuss with Jane and respond.	0		3.5
Friday, January 10	4	Read assessment sent by Michele and write press release, as per her request. Discuss feedback and purpose of report/press release. Suggest other strategies. Work on media call activity report. Schedule and then reschedule Jane for Biz podcast for Monday. Brief Kimberley on Topics that can be addressed.	1	Biz Podcast rescheduling, Bourbon St. media response doc updates.	5
Monday, January 13	3	Board Meeting attend; begin fulfilling request for Media interview links; reschedule Biz podcast interview for Thursday	0.25	Biz Podcast rescheduling.	3.25
Tuesday, January 14	1.5	Set next meeting and begin prep for materials/agenda sent by Michelle. Follow up with media inquiry: Patrick Terprsta from Scripps	0.75	Bourbon St. media response doc updates, meeting scheduling/coordination.	2.25
Wednesday, January 15	0.25	Field call from WWL TV's Mike Pearlstein seeking full report.	0		0.25
Thursday, January 16	2.5	Convo with Michelle about media strategy/response via C. Pendelton/Pearlstein public records request. Biz Interview oodcast. Follow up Perlstein.	0		2.5
Friday, January 17	1	Streetlight info from MC for press release	0.5	Streetlight release updates.	1.5
Saturday, January 18	0.5	Follow up street light info, call Gulf States newsroom, follow up C. Pendelton	0		0.5
Monday, January 20	0	Info from Michelle about Fleur du Coeur. LA Rest assoc. MC to participate in check presentation at Galatoire's. Contact LRA PR team.	0		0
Tuesday, January 21	0		0.25	mtg coordination, coverage links.	0.25
Wednesday, January 22	0		0		0
Thursday, January 23	1	Prep for Friday PR call. Develop media link/activity report.	1	FQMD media coverage report	2
Friday, January 24	1.5	Prep for and host Zoom PR meeting.	1	meeting & meeting notes.	2.5
Monday, January 27	1	Return media calls Louisiana AP and George Willis from NY Sun.	0		1
Tuesday, January 28	0.75	Develop statement about Super Bowl security questions and send to inquiring media.	0		0.75
Wednesday, January 29	0		0		0
Thursday, January 30	1.25	Field and return media calls re: lawsuit information release. Develop statement with MC and send to all inquiring media.	0		1.25
Friday, January 31	0		0		0
Total Actual Hours =					55.75

February 2025 Retainer Hours: 40 Actual Hours: 31.25

Ellie Rand			Jared Florane		
Date	Hours	Description	Hours	Description	Total Hours
Monday, February 3	0		0		0
Tuesday, February 4	0		0		0
Wednesday, February 5	0		0		0
Thursday, February 6	0		0		0
Friday, February 7	0		0		0
Monday, February 10	0		1	Bead recycling release draft.	1
Tuesday, February 11	2.5	Work on strategic plan for Friday presentation.	0		2.5
Wednesday, February 12	3	Work on strategic PR plan to present on Friday. Info on bead recycling program from Max/coordinate release.	0.5	Bead recycling release draft updates.	3.5
Thursday, February 13	2.75	Work on strategic PR plan to present in Friday call. Forward to client.	0		2.75
Friday, February 14	2.5	Review strategic plan in Zoom call with client and make updates/revisions.	1	FQMD meeting & meeting notes.	3.5
Monday, February 17	0		0		0
Tuesday, February 18	2.5	Zoom call regarding Mardi Gras bead recycling program with GHF. Discuss press conference to announce — Ellie suggested at end. Review press release make changes. Discuss social card with Michelle. Review images from Max. Recap conference notes from meeting. Review notes from call and action steps. Ensure release is approved by client and we have images and ready to send.	2.5	Recycling release updates. Strategic plan updates. Recycling social media graphic. FQMD/GHF meeting & meeting notes.	5
Wednesday, February 19	2	Double check with client about social card.	0.5	Recycling social media graphic updates.	2.5
Thursday, February 20	1.75	Bead recycling notes, add and confirm hotels. Image follow up, graphic, etc.	1	Recycling release photo/video assets management.	2.75
Friday, February 21	0.25	Send recycling release to FQ Journal and ensure addition to media list.	1	WWNO/NPR interview recording. Recycling release distribution.	1.25
Monday, February 24	0.5	Discuss statement for future of Bourbon Street. Consult with Jane and Michelle. Jasmine Robinson from Verite News.	0.25	Bead recycling coverage tracking.	0.75
Tuesday, February 25	1	Develop statement re:future of Bourbon Street. Consult with Jane and Michelle. Send to all.	0.75	WWNO/NPR interview recording edits. Recycling release follow-up.	1.75
Wednesday, February 26	1	Review statement and set call with statement re:future of Bourbon Street. Update from Max on MG beads collected.	0		1
Thursday, February 27	3	Prep Q&A document and confirm for Michelle WWL radio appearance; share with producers.	0		3
Friday, February 28	0		0		0
Total Actual Hours =					31.25

March 2025 Retainer Hours: 40 Actual Hours: 32

Ellie Rand			Jared Florane		
Date	Hours	Description	Hours	Description	Total Hours
Monday, March 3	0		0		0
Tuesday, March 4	0		0		0

Wednesday, March 5	3	Update and send WWL radio talking points and info for MC 10:30 interview. Give feedback on interview.	0		3
Thursday, March 6	0.75	Return call to Than at FOX 8 re:Bourbon Street pedestrian future. Set up Zoom call. Draft statement for autoresponse to media inquiries about same topic.	0.5	Strategic plan updates.	1.25
Friday, March 7	1.5	Clip of Michelle interview from WWL Radio; pitch and secure interest from FOX for walk and talk about French Quarter streetlights. Initial planning.	0		1.5
Monday, March 10	3	Respond to NPR Matt Bloom looking for statements on future of NPS Jazz Park in FQ; pitch on streetlights.	0.25	FQMD mtg coordination.	3.25
Tuesday, March 11	2.5	Review Keep LA Beautiful pickup event release facts and prep for Friday meeting. Follow up streetlight story.	0		2.5
Wednesday, March 12	0		0		0
Thursday, March 13	4.5	Concept, research and write 2025 strategic plan.	0.25	FQMD mtg materials prep.	4.75
Friday, March 14	2	Write and refine 2025 strategic plan.	1	FQMD mtg reschedule, check in with Max for bead stats, bead recycling/Love the Boot week release draft.	3
Monday, March 17	3.5	FQMD strategic planning draft and finalization before sending to client.	0.75	Follow-up with Max, update Love the Boot Week release, prep & send agenda.	4.25
Tuesday, March 18	3.75	Prep and send agenda, weekly meeting. Present FQMD plan. Do meeting notes; meeting recap and send to client.	1.25	FQMD mtg & mtg notes.	5
Wednesday, March 19	0		0		0
Thursday, March 20	0		0		0
Friday, March 21	0		0		0
Monday, March 24	0		0		0
Tuesday, March 25	0		0		0
Wednesday, March 26	0		0		0
Thursday, March 27	0		0.5	Send Ian briefing doc on Quarter for Quarter campaign.	0.5
Friday, March 28	0		0		0
Monday, March 31	2.5	Prep for call with client, review Ian marketing strategies, cost and prepare proposal.	0.5	Love the Boot Week release updates.	3
Total Actual Hours =					32

April 2025 Retainer Hours: 40 Actual Hours: 16.5

Ellie Rand			Jared Florane		
Date	Hours	Description	Hours	Description	Total Hours
Tuesday, April 1	5	Research and prep estimates for different marketing strategies for tax renewal. Put into proposal form and send to client. Zoom meeting with Ian and Michelle to go over recommended marketing strategies for tax renewal vote. Review media alert for Love the Boot week event; edit, resend and put in final form to send to City councilman and staff. Distribute to media tomorrow.	1.5	FQMD mtg & mtg notes, Love the Boot Week media alert updates, confirm councilmember contacts.	6.5
Wednesday, April 2	2	Get Love the Boot week to city council contacts and distribute to media. Notes from yesterday's tax renewal marketing meeting.	0		2
Thursday, April 3	2	Distribute Love the Boot week release; ensure councilmember and Charles Toney have info.	0		2
Friday, April 4	3	Finalize and send conference report from marketing meeting; follow up with all media pitching Saturday clean up. Let client and councilmember know about anticipated media coverage.	0		3
Saturday, April 5	3	Attend Love the Boot week, manage media — make advance calls and meet media on-site/NOLA.com and FOX 8/take photos for partners.	0		3
Monday, April 7					
Tuesday, April 8					
Wednesday, April 9					
Thursday, April 10					
Friday, April 11					
Monday, April 14					
Tuesday, April 15					
Wednesday, April 16					
Thursday, April 17					
Friday, April 18					
Monday, April 21					
Tuesday, April 22					
Wednesday, April 23					
Thursday, April 24					
Friday, April 25					
Monday, April 28					
Tuesday, April 29					
Wednesday, April 30					
Total Actual Hours =					16.5

Total Retainer Hours Allowed (Jan. - Apr.): 160

Total Actual Hours: 135.5