

GOVERNMENT AFFAIRS COMMITTEE

Meeting Notes

Wednesday, 14 May 2025, 3:00 pm

French Quarter Fest Annex Room

400 North Peters Street, New Orleans, LA 70130

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

The meeting was called to order at 3 PM.

COMMITTEE MEMBERS				Approve Meeting Notes	Approve budget request for ERPR tax renewal educational campaign
First Name	Last Name	Present	Absent		
Glade	Bilby	X		X	Yes
Christian	Pendleton	X		X	Yes
Heidi	Raines		X	-	-
David	Bilbe	X		x	Yes

INTRODUCTION OF ATTENDEES:

GUESTS		
First	Last	Role
Michelle	Courseault	FQMD Executive Director
Alex	Dunkenberger	CAO Office
Ellie	Rand	ERPR
Ian	Mundee	Studio Mundi
Joey	DiFatta	FQMD BOC

2. Public Comment:

- 1) Sue Klein, (N. Rampart Main St.), via email: "Property owners along the N Rampart corridor could be asked to hang signs or banners. Also, direct mailing is a must. Social Media seems to be effective *if done correctly* across the board. Should the City be approached to help promote also, since the tax greatly contributes to its safety & public health? As for website updates, is that paying Ellie Rand or our web service? Finally, the design & production cost is 18% of the total. Is that high for an established client? Just asking, as I have no experience with that.
- 2) Erin Holmes, VCPORA, via email: "Door Hangers: \$1,600.00 – My least favorite – we have used them but they can become trash. Direct Mail: \$2,050.00 (There are approximately 2800 voters in the FQ – how does this work out for your cost?) Geo-Targeted Facebook Digital Ad Campaign: \$2,400.00 would need to create campaign specific Facebook account. What type of digital ads? I think a 20 second film (live action video) clip showing their presence in the neighborhood with a resident testimonial would do wonders. 7. Signage: \$4,320.00 – This is your most advantageous strategy in the Quarter- 600 Balcony signs - \$2,760.00 – People like these most. 8. Web Site Updates: \$700.00 (ballpark estimate depending on number of new pages, links etc.) – Seems pretty high for adding a few pages"

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

Vice-Chair Christian Pendleton made a motion to approve the previous meeting notes. David Bilbe seconded the motion, and it was approved.

4. Committee Chair's Comments

French Quarter

MANAGEMENT DISTRICT

Chairman Glade Bilby shared his concerns for the emergency sanitation contract in dispute with the City Council, referencing Senate Bill 195's proposed expansion of FQMD's founding legislative purpose to include procurement of an emergency sanitation contract for the French Quarter. Mr. Pendleton shared this contract could be paid for by GOSEP at the state level, to which Mr. G. Bilby reiterated the current language says reimbursement by the City of New Orleans. Mr. D. Bilbe inquired what timelines for procurement is required. Michelle Courseault responded that emergency procurement procedures exist for this scenario and would need to be researched by this committee or other FQMD Board of Commissioners, as she is related to someone at Henry Consulting and has recused herself from all tied to sanitation for compliance with the state Code of Ethics. Mr. G. Bilby answered that FQMD should prepare itself for this process in anticipation of moving forward with continuation of the existing Emergency Contract, should that follow process and procedure. He stated that FQMD should prepare a list of standards to be met that should be included in any eventual RFP on contract related to sanitation in the French Quarter. He also reiterated that SB195 would continue into the house and language may be modified as it progresses.

a. June 25 Additional Meeting Request

5. Presentations –

a. Tax Renewal Marketing Campaign* Presented by: Ellie Rand & Ian Mundee

See attached document.

Discussion led by G. Bilbe of the Q4Q dominating the campaign materials is unrecognizable, however use of the Quarter for the Quarter is something used previously and recognized by residents should be used again. A. Dunkenberger noted the timing of the BGR (Bureau of Governmental Research) report on the Sales Tax should be considered to see how they report on the sales tax and the education campaign may need to adjust accordingly.

6. Discussions –

a. Tax Renewal Marketing Campaign Options*

See attached document.

Guest Ellie Rand, PR consultant of ERPR, led the discussion of the Proposal options:

- *Door Hangers* were discussed as a nonviable option and eliminated, recommending reallocation of those \$1,600 to Direct Mail.
- *Direct Mail* - Ms. Rand explained the figures were based on the recycling campaign last year. All agreed this would be effective. Mr. Pendleton recommended large ½ page mailers should be used to educate the older resident audience.
- *Geo-targeted Google Digital Ad campaign* Mr. Pendleton recommended these ads should begin September 15, after the residents returned from summer vacation. Discussion regarding the timeline of all the efforts around the Mayoral election on October 11, ensued whether the Sales Tax efforts should be concentrated following that election date. D. Bilbe asked how targeted these ads would be, as they may encompass all visitors to the FQ, rather than residents. Mr. Pendleton shared they could indeed be microtargeted to residents within the FQ zip codes.
- *Geo-targeted Facebook Digital Ad campaign* discussion began with Ms. Courseault sharing the FQMD does not have any social media. When asked why, Ms. Rand shared that last year the decision was made for FQMD not to pursue any social media for fear of negative comments. Joey DiFatta replied with this could be turned off or monitored and managed. Ms. Courseault questioned whether starting social media to build a following now would have enough time to be impactful. Mr. Pendleton responded this would be a perfect time to launch social media for the organization through this education campaign. Ms. Courseault shared this would require hiring a consultant or staff member, to which Mr. G. Bilby replied this should be a larger conversation this committee should bring to the Board.
- *Signage*- Discussion ensued of the difference between education vs advocacy and that FQMD's efforts are solely education of the vote date and what the Sales Tax has accomplished vs. FQMD's BOC partner organization's ability to advocate for renewal of the sales tax. D. Bilbe asked how the partner organizations participated in the last vote and inquired would they participate again. Mr. DiFatta shared the residential organizations: Patio Planters and G. Bilbe

French Quarter

MANAGEMENT DISTRICT

shared FQ Citizens both purchased balcony signs advocating for the vote. All agreed allowing the partner organizations to advocate may be most impactful.

- Agreement that *window clings* would not be used by businesses, thus ineffective. However, car clings for the SPPP vehicles would be smart.

Mr. D. Bilbe wrapped the discussion with the recommendation that ERPR be given clear direction of the timeline of the education campaign efforts, predominantly from October 12- Nov 15. All agreed the education topics should focus on Security, and tie all other Public Safety efforts under this umbrella, including: Street Lights, Task Force App, Cameras and License Plate readers. Ms. Courseault requested Mr. G. Bilby attend the bi-weekly meetings with ERPR to participate in the review and development of the education campaign materials, thereafter, sharing with the committee members, for feedback in between meetings, as allowed.

7. Motions –

- a. Consider a motion to recommend to the Board of Commissioners approval of a budget amendment request not to exceed \$15k for the Quarter for the Quarter Sales Tax Education Campaign

Mr. Pendleton made a motion to recommend to the Board of Commissioners approval of a budget amendment request, not to exceed \$15,000, for the Quarter Sales Tax Educational Campaign. Mr. D. Bilbe seconded the motion, and it was approved.

8. Updates –

- a. House Bill 192 FQMD Sunset Renewal (Michelle Courseault) - See attached document.
- b. Senate Bill 195 Emergency Sanitation - See attached document.
- c. Economic Impact Study Request For Proposals Next Steps (Alex Dunkenberger)

Alex Dunkenberger informed the committee the Impact Study has been broken down by scope into two smaller studies: 1- Orleans Parrish, and 2- the Region, with consideration that no advertising would be required if the studies were under \$15k. He advised that procurement would be an ITB (Invitation to Bid), with a 5 day advertisement.

9. New Business– To consider and take action upon any other matters that may properly come before the French Quarter Management District Government Affairs Committee

No new business was discussed.

10. Next Meeting Date:

Modified by the Committee to Wednesday, June 25, 2025 at 3 PM.

11. Adjournment

Mr. D. Bilbe made a motion to adjourn. Mr. G. Bilby seconded the motion, and the meeting adjourned at 4:07 PM.



ellie rand public relations

Client: French Quarter Management District

Project: 2025 Quarter for Quarter Marketing Campaign Budget Projections

Today's Date: April 1, 2025

Date of Campaign: August 1 – November 15, 2025

1. Creative and Production Services Fee: \$3,600.00

- Includes: Concept, Create, Layout, Design, Copywriting, Meetings, Production Management, Coordination with Vendors

2. Door Hangers: \$1,600.00

- Printing two sets of 1,200 door hangers: \$1,200.00
- Distribution: \$400.00 (ballpark estimate) *For distribution between Labor Day and Election Day*

3. Direct Mail: \$2,050.00

- Printing: \$1,200 for 2 rounds
- Postage for Direct Mailers (estimated) \$850.00

4. Geo-Targeted Google Digital Ad Campaign: \$5,300.00 *August 1 - November 15, 2025, in the French Quarter only*

5. Geo-Targeted Facebook Digital Ad Campaign: \$2,400.00 *would need to create campaign specific Facebook account*

6.

7. Signage: \$4,320.00

- 600 Balcony signs - \$2,760.00
- 300 Window Clings - \$1,200.00
- Magnetic Car Clings for SPP vehicles \$360.00 (12 magnetic car signs)

8. Web Site Updates: \$700.00 *(ballpark estimate depending on number of new pages, links etc.)*

Total Cost if all the above tactics are employed: **\$19,970.00** (These prices do NOT include tax)

Please sign and return this estimate with a deposit of this amount: \$3,500.00 This will enable us to begin work on the project immediately.

PLEASE READ THE FOLLOWING CAREFULLY:

The above figures are ESTIMATED costs and are not intended to represent a firm price. This estimate reflects our best information and judgment of the cost of items required for the job. Final costs may vary from the estimate, but not more than 15% unless a revised estimate is submitted for the client's approval. Approval of this estimate by the client is the authority for us to proceed on this basis. Client revisions made after preliminary approval are NOT reflected in this estimate. This estimate is valid for 30 days.

The undersigned agrees to pay the quoted price plus any additional expenses incurred by Front Row Center, LLC/Ellie Rand Public Relations and Studio Mundi, Inc. in the completion of the job as described above and to hold harmless Front Row Center, LLC/Ellie Rand Public Relations and Studio Mundi, Inc. and its assigns for any liabilities, errors and omissions in good faith.

Client Signature and Date:

KEEP A COPY FOR YOUR RECORDS | SIGN AND RETURN A COPY WITH DEPOSIT TO BEGIN WORK

Q4Q Door Hanger SAMPLE



*November
Ballot*

QUARTER FOR THE QUARTER

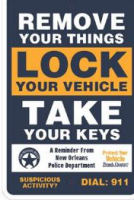
\$0.245 cents of every dollar tourists spend on food, drinks and shopping in the Quarter is used to improve the French Quarter for residents!



French Quarter
MANAGEMENT DISTRICT

Making the French Quarter a better place to live, work and visit.

FQMD.ORG/VOTE



WHAT EACH QUARTER DOES IN THE FRENCH QUARTER:

- Crime Cameras
- Glass & Beads Recycling
- Keep the Quarter Clean
- Public Safety Programs
- Pedestrian Safety Projects
- Street Lights Repairs
- Supplemental Security

LEARN MORE



SCAN HERE

LEARN MORE

FQ Citizens, Insert date & time
N. Rampart Main St, insert date & time
VCPORA, insert date & time

French Quarter
MANAGEMENT DISTRICT

Making the French Quarter a better place to live, work and visit.

FQMD.ORG/VOTE

BUDGET AMENDMENT REQUEST

COMMITTEE REVIEW & RECOMMENDATIONS:

Motion by : ☐ Government Affairs ☐ Livability ☐ Security & Enforcement

Description of budget amendment request:

- Budget amendment:
- Rationale/Full Description: _____

Budget line item: _____

- Original budget amount: _____
- Budget amendment request amount: _____

Date Motion Approved by Committee : _____

Committee Chair & Vice-Chair Signatures: _____

FINANCE & DEVELOPMENT COMMITTEE REVIEW & RECOMMENDATION TO BOARD:

Date Reviewed by Finance & Development Committee : _____

☐ Approved ☐ Denied ☐ Modified with Rationale

Committee Chair & Vice-Chair Signatures: _____

BOARD OF COMMISSIONERS REVIEW:

Date Reviewed by Board : _____

☐ Approved ☐ Denied ☐ Modified with Rationale

Board Chair & Vice-Chair Signatures: _____

Budget Amendment Date: ☐ July ☐ December

2025 Regular Session

HOUSE BILL NO. 192

BY REPRESENTATIVE KNOX

DISTRICTS/SPECIAL: Provides relative to the French Quarter Management District in the city of New Orleans

1 AN ACT

2 To amend and reenact R.S. 25:799(A)(1), relative to the French Quarter Management
3 District in the city of New Orleans, to provide relative to the creation of the district;
4 to extend the time period for the existence of the district; and to provide for related
5 matters.

6 Notice of intention to introduce this Act has been published
7 as provided by Article III, Section 13 of the Constitution of
8 Louisiana.

9 Be it enacted by the Legislature of Louisiana:

10 Section 1. R.S. 25:799(A)(1) is hereby amended and reenacted to read as follows:

11 §799. Creation of the French Quarter Management District

12 A. Creation. (1) There is hereby created within the city of New Orleans a
13 body politic and corporate which shall be known as the French Quarter Management
14 District. The district shall be a political subdivision of the state, as defined in the
15 Constitution of Louisiana, to exist until June 30, ~~2028~~ 2033, unless such date is
16 extended by law.

17 * * *

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 192 Original

2025 Regular Session

Knox

Abstract: Extends the time period for the existence of the French Quarter Management District located in the city of New Orleans.

Present law creates and provides for the French Quarter Management District as a political subdivision of the state located in the city of New Orleans. Provides that the district's purposes include enhancing public safety and sanitation, providing supplemental resources for the enforcement of laws and regulations that relate to the quality of life for tourists, residents, and businesses, and engaging in strategic planning, business and commercial development activities, and administering capital improvement funds. Provides for the boundaries, governance, and powers and duties of the district.

Proposed law retains present law.

Present law provides that the district shall exist until June 30, 2028. Proposed law extends the existence of the district to June 30, 2033.

(Amends R.S. 25:799(A)(1))

SENATE COMMITTEE AMENDMENTS

2025 Regular Session

Amendments proposed by Senate Committee on Local and Municipal Affairs to Original Senate Bill No. 195 by Senator Harris

AMENDMENT NO. 1

On page 1, line 2, after "and (l)" insert "and to enact R.S. 25:799(K)(4)"

AMENDMENT NO. 2

On page 1, line 4, after "changes;" insert "to provide relative to sanitation services;"

AMENDMENT NO. 3

On page 1, line 8, after "reenacted" insert "and R.S. 25:799(K)(4) is hereby enacted"

AMENDMENT NO. 4

On page 2, after line 19, insert the following:

"K. Miscellaneous. * * *
* * *

(4) When the city of New Orleans, due to a lack of city-employed staff or a lawfully contracted vendor, cannot provide sanitation services within the French Quarter, the district may procure its own emergency contract to ensure continuation of services within its boundaries. The costs for emergency sanitation services procured pursuant to this Section shall be reimbursed by the city of New Orleans. The emergency contract procured by the district shall continue until such time as the city resumes service through its own employees or pursuant to a lawfully procured and executed contract."