

FINANCE & DEVELOPMENT COMMITTEE

Meeting Notes

Tuesday, 3 June 2025, 3 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 PM and the agenda was read into the record.

COMMITTEE MEMBERS				VOTES				
First Name	Last Name	Present	Absent	Approve budget amendment request for \$30K for Streetlight QA/QC Inspector	Authorize Board Chair/Vice-Chair to sign & execute OJP Byrne grant contract	Approve budget amendment request for \$15K for tax renewal educational marketing materials	Approve budget amendment request for \$30K for 1 Gator for the UQP- excluding insurance	Approve the 2024 audit compliance questionnaire
Frank	Zumbo		X	-	-	-	-	-
Heidi	Raines	X		Yes	Yes	Yes	Yes	Yes
Sue	Klein	X		Yes	Yes	Yes	Yes	Yes
Christine	Bondio	X		Yes	Yes	Yes	Yes	Yes
Jane	Cooper		X	-	-	-	-	-
Alex	Fein	X		Yes	Yes	Yes	Yes	Yes

INTRODUCTION OF ATTENDEES:

GUESTS		
First	Last	Role
Michelle	Courseault	FQMD Executive Director
Shelby	Ursu	FQMD Coordinator
Jessica	Dietz	FQMD SEC Committee Vice-Chair
Bob	Bejarano	FQMD Program Manager
Glade	Bilby	FQMD Commissioner
Antonio	Carbone	FQMD Livability Committee Member

2. Public Comment:

No written public comment was received.

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

No action was taken. The motion is deferred until a quorum of Committee members present at the May 12th meeting are present to vote.

4. Committee Chair's Comments

Chair Alex Fein welcomed the guests and Committee members. He noted special thanks to Matt Pincus and the Upper Quarter Patrol (UQP) for their vigilance and efficiency during a recent public safety incident that Mr. Fein had witnessed.

5. Discussions –

- a. *Motion- Consider a motion to recommend approval to the Board of Commissioners the budget amendment request by the Livability Committee for up to \$30,000 for a Street Lights Quality Assurance / Quality Control (QAQC) Inspector as part of the Street Lights Maintenance Repair Project.

See attached document. Antonio Carbone of the FQMD Livability Committee discussed the Committee's budget amendment request for \$30K for a QAQC inspector for French Quarter streetlight maintenance and repairs. Mr. Carbone stated that this inspector will have the necessary electrical knowledge to ensure that all repairs are in compliance with the national electric code and properly executed. Bob Bejarano added that once the inspector confirms the work that needs to be done per each maintenance request, the contractor (ASE, Inc.) will then move forward with the repairs. Once repairs are completed, the

French Quarter MANAGEMENT DISTRICT

inspector will assess the quality of the work and confirm if the repairs are up to code. Michelle Courseault added that three quotes have already been received. Sue Klein asked if the French Quarter Code Enforcement Inspector can report any damaged streetlights to 311. Ms. Courseault will look into this and report back to Ms. Klein. **Ms. Klein made a motion to recommend approval to the Board of Commissioners the budget amendment request by the Livability Committee for up to \$30,000 for a Street Lights Quality Assurance / Quality Control (QAQC) Inspector as part of the Street Lights Maintenance Repair Project. Heidi Raines seconded the motion, and it was approved.**

- b. *Motion – Consider a motion to authorize the Board Chair / Vice Chair to sign and execute the OJP Byrne Grant contract between the French Quarter Management District and the Greater New Orleans Foundation as fiscal manager of the grant.

See attached document. Mr. Fein thanked Ms. Courseault for compiling information regarding the OJP Byrne Grant for the Committee. He stated that nothing is being signed off on today, but the motion is to authorize the Board Chair or Vice-Chair to be able to sign the contract in the future. Ms. Courseault added that the FQMD legal counsel is currently reviewing the agreement. **Ms. Klein made a motion to authorize the Board Chair and Vice-Chair to sign and execute the OJP Byrne Grant contract between the French Quarter Management District and the Greater New Orleans Foundation as fiscal manager of the grant. Ms. Raines seconded the motion, and it was approved.**

- c. *Motion – Consider a motion to recommend approval to the Board of Commissioners the budget amendment request by the Government Affairs Committee for up to \$15,000 for the Sales Tax Vote Educational Campaign.

See attached document. Glade Bilby, Chair of the Government Affairs Committee, reported that Ellie Rand Public Relations (ERPR) did a presentation for the Government Affairs Committee last month regarding potential educational campaign materials for the tax renewal. He noted that some revisions were made, and the budget request was lowered and capped to \$15K. Ms. Courseault reminded the Committee that this is an educational campaign, not for advocacy. She added that stakeholder groups are welcome to do their own advocacy marketing, but the FQMD is only able to disseminate educational information to the public. Ms. Courseault stated that she has already reached out to stakeholder groups. She stressed that the FQMD is not responsible for paying for stakeholder marketing materials or their distribution, this is the stakeholder's sole responsibility. Mr. G. Bilby added that more details will be discussed this Thursday with ERPR regarding geo-targeting for the registered voters in the district. Ms. Courseault noted that, while the FQMD does not have social media at this point in time, stakeholders are able to utilize social media for distributing and advocating. Ms. Raines stated that the dollar amount listed for the geo-targeted Google digital ad campaign seems high, and recommended asking ERPR what the administration fee is. She added that she is for the approval of the budget request, as long as the Government Affairs Committee uses discernment regarding where the campaign funds would best be utilized. Mr. G. Bilby agreed, stating that he will be speaking with Ms. Rand further on the budget breakdown during Thursday's meeting. **Ms. Raines made a motion to recommend approval to the Board of Commissioners the budget amendment request by the Government Affairs Committee for up to \$15,000 for the Sales Tax Vote educational campaign. Ms. Klein seconded the motion, and it was approved.**

- d. *Motion – Consider a motion to recommend approval to the Board of Commissioners the budget amendment request by the Security & Enforcement Committee for the reimbursement to Public Safety Services up to \$30,000 for the purchase of one (1) Gator for sole use by the Upper Quarter Patrol/Expansion/Promenade.

See attached document. Jessica Dietz, Vice-Chair of the Security & Enforcement Committee, reported that she has been working with Ms. Courseault and Mr. Pincus of the UQP to find a way to move forward with the procurement of one John Deere Gator for sole use by the UQP, including the UQP expansion and Bourbon Promenade. She reminded the Committee of the budget request made by the Security & Enforcement Committee in November 2024 for the procurement of three Gators (two for the Supplemental Police Patrol Program's (SPPP) new Community Liaison Program and one for the UQP), which was denied at the time. Ms. Courseault added that, while the two Gators for the SPPP must go through the City's procurement process, Public Safety Services (PSS) is able to procure a Gator and be reimbursed in full by the FQMD with the 2024-2025 State appropriations funds. She reviewed the document with the Committee, noting the breakdown for procurement, ownership, liability, and maintenance. Ms. Courseault pointed out that this expense does not include the vehicle wrapping and light installation, but there are still available State appropriations funds to cover these expenses. Christine Bondio asked who would take full ownership of the Gators should the partnership between the FQMD and the UQP dissolve. Ms. Courseault

French Quarter MANAGEMENT DISTRICT

answered that PSS would have full ownership of the Gators, as this is essentially a donation from the FQMD to the UQP. Ms. Raines pointed out that the FQMD reimburses PSS for insurance in the current agreement. She asked if the Committee should expect the insurance amount to raise significantly once the Gator is purchased. Ms. Courseault replied that she did not have an answer, but will speak with Mr. Pincus for more information on this. Mr. Bejarano recommended putting a cap on the Gator insurance in the agreement, and the Committee agreed. Ms. Courseault will relay these concerns back to Mr. Pincus and report back to the Committee. The Committee agreed to amend today's motion to clarify the exclusion of the vehicle insurance. **Ms. Raines made a motion to recommend approval to the Board of Commissioners the budget amendment request by the Security & Enforcement Committee for the reimbursement to Public Safety Services up to \$30,000 for the purchase of one (1) Gator for sole use by the Upper Quarter Patrol/Expansion/Bourbon Promenade, and to defer the reimbursement for the insurance, which will require additional review and approval. Ms. Klein seconded the motion, and it was approved.**

- e. *Motion – Consider a motion to recommend approval to the Board of Commissioners the budget amendment request of the French Quarter Economic Development District Trust Fund by the Security & Enforcement Committee for up to \$200,000 for manning of the barricades to support the NOPD's focus on policing in the French Quarter and consistency in daily barricade implementation.

Ms. Bondio reported that at the May 19th Security & Enforcement Committee meeting Cpt. Sammy Palumbo presented an idea for moving the barricades on Bourbon Street that would allow the NOPD officers who are currently performing these duties daily to be able to return to their patrols. Ms. Dietz stated that the daily deployment of the barricades is not only physically demanding for the officers, but takes up the first two hours of their shift and leads to less proactive patrolling. Ms. Bondio requested that this motion be deferred until the next Committee meeting, noting that the current contract draft requires more details to be ironed out. Ms. Courseault added that the proposal is to have the barricade manufacturers send employees to be out on sight to man the barricades every day of the year. Ms. Raines recommended creating a pilot program for a specified time period with trackable Key Performance Indices reports on a monthly basis so that the vendor can be held accountable. The Committee liked this idea and agreed to defer taking action on this motion until more concrete information and details are ironed out. Mr. Carbone recommended asking the manufacturer if there are tools that could be utilized to help ease the physical strain of the daily barricade deployment. More details will be discussed at this month's Security & Enforcement Committee meeting.

6. Presentations –

- a. *OJP Byrne Grant Budget

See attached document. Ms. Courseault reviewed the OJP Byrne grant budget breakdown with the Committee and stated that the funds are expected to arrive in July.

- b. 2024 Budget Amendments

See attached document. Ms. Courseault stated that all budget amendments that were discussed in November for the 2024 budget fall within the auditory compliance range, and a formal amendment for the 2024 budget is not necessary.

7. 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. Courseault reported that she received the 2024 audit compliance questionnaire, which has already been reviewed and signed off by FQMD accountant John Foard and Ms. Klein, adding that a formal motion to approve the questionnaire must be submitted by the Committee. Ms. Klein noted that no changes were made to the questionnaire. **Ms. Bondio made a motion to approve the 2024 audit compliance questionnaire. Ms. Raines seconded the motion, and it was approved.**

8. Next Meeting Date:

The next scheduled meeting date of the Committee is Tuesday, August 5th, 2025 at 3 PM.

9. Adjournment

Ms. Klein made a motion to adjourn. Ms. Bondio seconded the motion, and the meeting was adjourned at 4:03 PM.

French Quarter MANAGEMENT DISTRICT

St. Lights Electrical QA/QC Inspection Services Budget Request

Need

FQMD undertaking the streetlight repair and maintenance initiative under during the warranty period requires hiring an electrical professional to perform Quality Assurance/Quality Control (QA/QC) inspections. This proposal outlines the recommended scope of work for hiring through IBEW Local 130 (union) and the budget request from the \$1.75M designated for Street Lights Repairs.

Scope of Work

- The selected QA/QC provider will be responsible for:
 - Inspecting streetlight repair work within the French Quarter for compliance with NEC and local specifications.
 - Conducting nighttime performance audits and functionality checks.
 - Providing photo-documented inspection reports, deficiency logs, and repair recommendations.
 - Maintaining electronic documentation and coordinating directly with FQMD staff and contractors.

Union: IBEW Local 130

- Advantages:
 - Highly trained and certified electricians (NICET, ICC, OSHA 30)
 - Reduced legal and insurance liability due to union coverage
 - Consistent work standards and quick workforce replacement if needed
 - Alignment with prevailing wage practices and public agency norms
- Disadvantages:
 - Higher hourly rates

Request

FQMD is requesting approval of up to \$30,000 for NICHOLSONS ELECTRIC, LLC , to provide the QAQC needed to maintain the FQMD Warranty Repairs Contract with ASE. They meet the required licensing, insurance, and certification standards. For professional services under \$30,000, Louisiana Public Bid Law does not require public bidding, because professional services are generally exempt from the competitive bid requirements found in R.S. 38:2211–2296.

Financial breakdown: \$27,800 from July 2025 through March 2026

Initial Month 1: ~ 20 hours = \$5,000 (max)

Months 2-9: Monthly ~15 hours = \$2,850 = \$22,800

OJP Byrne Grant

FQ Patrols



The “Edward Byrne Memorial Justice Assistance Grant ”(JAG) Program, administered by the Office of Justice Programs (OJP), within the U.S. Department of Justice. It is the leading source of federal criminal justice funding to state and local jurisdictions.

Named After: NYPD Officer Edward Byrne, who was killed in the line of duty in 1988.

FQMD Support

The Byrne JAG program provides flexible funding to support a broad range of activities to prevent and control crime and improve the criminal justice system. FQMD has received this grant, with the help of New Orleans & Co. to offer partial supplemental financial support to our added French Quarter Patrols, specifically Upper Quarter Patrol & Expansion. These funds will support eight (8) months of the annual expense.

Total Funding: \$945,109

Grant Breakdown

UQP/E Staffing*	\$838,915
FQMD Admin**	\$75,000
GNOF Fiscal Agent	\$13,970
UQP/E Other***	\$23,114

*This amount reflects a calculation of UQP/E Wage Breakdown based off invoices submitted and 3 tier staffing and training personnel.

**Includes Personnel and benefits for FQMD staff

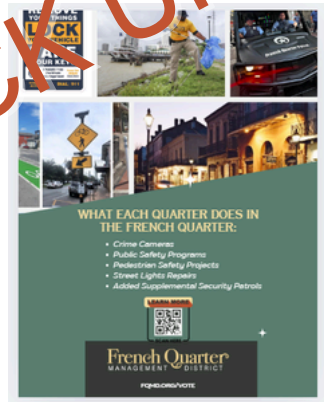
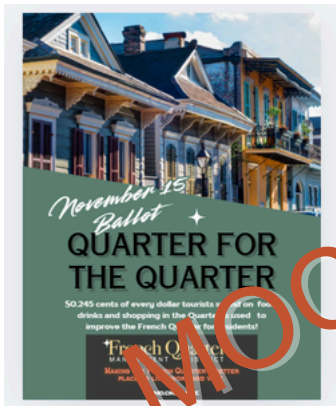
*** Includes UQP/E supplies, Mobile, and software

Budget Request

Background

In preparation for the FQ EDD Trust Sales tax Renewal vote, FQMD's PR firm pitched a PR campaign proposal to Government Affairs May 2025.

Committee Request



Financial support for the educational campaign materials, including:

- Direct Mail:
 - \$3,650 (2 rounds)
 - Postage \$850.00
- Geo & MicroTargeted Google Digital Ad Campaign: \$5,300.00
- Geo-Targeted Facebook Digital Ad Campaign: \$2,400.00
- Signage for Patrol Vehicles
- *Design & website \$4,300**

Amount Requested

Up to \$15k is requested for this educational campaign, of which \$4,300* has already been approved by both Finance and Board in May 2025, in a previous request by ED.



ellie rand public relations

Client: French Quarter Management District

Project: 2025 Quarter for Quarter Marketing Campaign Budget Projections

Proposal Date: April 1, 2025

Date of Campaign: August 1 – November 15, 2025

-
1. **Creative and Production Services Fee: \$3,600.00** | *Previously approved by BOC 5/12/25*
Includes: Concept, Create, Layout, Design, Copywriting, Meetings, Production Management, Coordination with Vendors
 2. ~~**Door Hangers: \$1,600.00**~~ | *Eliminated in Government Affairs Committee 5/14/25*
 3. **Direct Mail: \$2,050.00 + \$1,600 from Door Hangers budget**
Includes- 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. **Signage: \$4,320.00**
 - 600 Balcony signs ~~-\$2,760.00~~ | *Deferred to partner organizations to "advocate"*
 - 300 Window Clings ~~-\$1,200.00~~ | *Eliminated by Gov. Affairs Committee 5/14/25*
 - Magnetic Car Clings for SPP vehicles \$360.00 (12 magnetic car signs)
 7. **Web Site Updates: \$700.00** (*ballpark estimate depending on number of new pages, links etc.*) | *Previously approved by BOC 5/12/25*

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

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.

Reimbursement of Vehicle Purchase by PSS under FQMD Agreement

To: FQMD Finance & Development Committee

From: Security & Enforcement Committee Chair, Vice Chair

Date: May 28, 2025

Subject: Follow Up Request for Authorization for Reimbursement of Gators Vehicle Purchase by Public Safety Services Corporation (PSSC, aka Upper Quarter Patrol)

Overview

This memo is follow up to a previous budget approval request of Security & Enforcement Committee requesting Finance & Development approval of the purchase of (1) side by side “gator” vehicle for the Upper Quarter Patrol. This memo outlines the request for more detailed information supporting this request. Specifically: procurement, ownership, liability and maintenance of these vehicle(s). This memo also outlines a refresher of the discussions in FQMD public meetings, the contractual basis for allowing FQMD to reimburse PSSC for the purchase of vehicles intended for use in patrol or enforcement activities. The analysis is drawn from the executed agreements and amendments between FQMD and PSS dated January 19, 2022 and February 14, 2023.

Updated Request & Recommendation

Based on the agreement language and current operational needs, Security & Enforcement resolves the specifically raised issues, as follows:

- Procurement: To be purchased by PSS to be reimbursed by FQMD;
- Ownership: PSS to own outright for the sole use and purpose of PSS patrol services;
- Liability: Solely on PSS Automobile Liability policy of \$1,000,000;
- Maintenance: Sole responsibility and expense of PSS.

The Security & Enforcement Committee, having resolved the presented issues presented, kindly requests Finance & Development’s recommendation to the Board of Commissioners, approval of up to \$30,000 for the reimbursement to PSS for the purchase of one (1) side by side vehicle for use in the Upper Quarter Patrol and/or Community Liaison Officer programs. This purchase requires a 2025 budget amendment, and subject to standard invoicing and documentation requirements as outlined in Section VII of the Agreement. PSS would purchase the side-by-side vehicle(s) following written notification of FQMD Committee review and Board approval, which specifies the maximum reimbursement amount. PSS shall retain ownership of the vehicle(s), and assume all responsibility for ongoing maintenance, operation, and liability. Proof of updated automobile insurance covering the purchased vehicle(s), with coverage meeting the specifications outlined in Section VIII.C of the 2022 agreement, must be submitted to FQMD prior to reimbursement.

History of FQMD Public Committee and Board Meetings Mentions of Gators

- *November 5, 2024 – Finance & Development Committee*: Ms. Cooper reported that the Security & Enforcement Committee requested funding for two Gators for the Upper

Reimbursement of Vehicle Purchase by PSS under FQMD Agreement

Quarter Patrol, totaling \$60,000. The committee declined the request due to concerns over liability and ownership.

- *November 12, 2024 – Board of Commissioners:* Mr. Zumbo summarized committee concerns and noted that donating the Gators to the City might be the simplest solution.
- *November 25, 2024 – Security & Enforcement Committee:* Public comment requested that FQMD budget for two more Gators. Committee discussed donation versus lease model and the legal complexities of UQP vehicle use.
- *March 24, 2025 – Security & Enforcement Committee:* Sgt. Castelin reported updates on Gator procurement challenges, including funding source ambiguity and past procurement process discussions.

Relevant Contractual References

1. 2022 Security Services Agreement – Vehicle Use Provision

Document: 20220118_PSS Security Services Agreement_board approved - Royal Street Patrol 1-19-2022.pdf

Section: VIII.C – Insurance

Quote: “If the Security Services include the use of vehicles by PSS security officers, PSS will procure and maintain in effect throughout the life of this Agreement an Automobile Liability policy in the amount of \$1,000,000.00 combined single limit (each accident).”

Interpretation:

This provision anticipates the use of vehicles during the delivery of Security Services and outlines the required insurance coverage. While it does not directly authorize the purchase or reimbursement of a vehicle, it confirms the Agreement’s scope allows for vehicles to be included in service delivery.

2. 2023 Agreement Amendment – Reimbursable Expenses

Document: 20230214_FQMD_PSS_Security_Services_Agreement_Amendment_final.pdf

Section: ADDITIONAL TERMS

Quote: “Reimbursable Expenses. A Reimbursable Expense is approved by the FQMD Board of Commissioners in the annual budget or by motion. It is an approved expense PSS incurs on FQMD’s behalf when PSS performs services for Upper Quarter Patrol under the terms of the Agreement. Reimbursable Expenses include direct expenses such as general liability insurance, software (scheduling, GPS tracking, and administrative), mobile phones and data usage fees, and other expenses approved by FQMD. FQMD agrees to reimburse PSS, provided PSS provides the invoice for the expense.”

Interpretation:

This language provides a pathway for FQMD to reimburse PSS for a vehicle purchase if it is approved as a reimbursable expense either in the annual budget or by formal board motion. The clause 'other expenses approved by FQMD' is sufficiently broad to include a vehicle, subject to Board approval.

RE: Revised Budget (2024) to Actual - FQMD

From Josh Faubert <jfaubert@ericksenkrentel.com>

Date Fri 5/30/2025 4:28 PM

To John Foard <john@jwf-cpa.com>; Michelle Courseault <executivedirector@fqmd.org>

Yes, all looks good to me.

Thanks,

Josh Faubert CPA, CITP | **Partner**

Direct: 504-484-5550 | Main: 504-486-7275

jfaubert@ericksenkrentel.com | ericksenkrentel.com

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ERICKSEN KRENTTEL

CERTIFIED PUBLIC ACCOUNTANTS • CONSULTANTS

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From: John Foard <john@jwf-cpa.com>

Sent: Friday, May 30, 2025 2:04 PM

To: Josh Faubert <jfaubert@ericksenkrentel.com>; Michelle Courseault <executivedirector@fqmd.org>

Subject: Revised Budget (2024) to Actual - FQMD

Caution: This email is from an external sender. Please take care when clicking links or opening attachments. When in doubt, contact your IT Department.

Good afternoon Josh -

Please see the attached.

The schedule reflect our adjusted budget figures (total revenue and expense) vs our actual figures (after the "consolidation" entry for the \$120k fee paid between the classes/funds). I noted an immaterial difference in the revenue figure you had on your previous shared report page. I don't know if we have an adjustment coming our way, but regardless we differ by like \$15k so I didn't investigate. We agree with the actual expense figures.

Please let me know if we are good now with our budget for 2024 and don't need to do any more amendments to stay compliant. Kindly reply all so Michelle see it as well.

Have a great weekend!

John

Total							
	2024 Budget	2024 Revised Budget	Actuals per QBO	Adj. to "consolidate" for report	Adjusted financials	Result	Pass or Fail
Income							
Total Income	\$ 3,120,500.00	\$ 4,879,980.00	\$ 5,511,890.00	-120000	\$ 5,391,890.00	110%	Overbudget on revenue - PASS
Expenses							
Total Expenses	\$ 2,962,773.00	\$ 2,409,343.00	2,537,026.25	-120000	\$ 2,417,026.25	100.32%	Overbuget on expenses w/n 5% - PASS
Net Income	\$ 157,727.00	\$ 2,470,637.00					