

GOVERNMENT AFFAIRS COMMITTEE

Meeting Notes

Wednesday, 10 September, 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 3:00 PM.

COMMITTEE MEMBERS				Approve previous meeting notes
First Name	Last Name	Present	Absent	
Glade	Bilby	X		Yes
Christian	Pendleton	X		Yes
Heidi	Raines		X	-
David	Bilbe		X	-
Joey	DiFatta	X		Yes

INTRODUCTION OF ATTENDEES:

GUESTS		
First	Last	Role
Michelle	Courseault	FQMD Executive Director
Shelby	Ursu	FQMD Coordinator
Jane	Cooper	FQMD Board Chair

2. Public Comment:

No written public comment was received.

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

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

4. Committee Chair's Comments, Guest Introductions

Chair Glade Bilby congratulated all of the Committees for their hard work on proposals for the 2026 budget, noting that each Committee has worked hard to improve the French Quarter's safety, security, infrastructure, and quality of life. He noted that he has spoken with members of the Downtown Development District (DDD) about his proposal to have the FQMD and DDD collaborate on engagement events and forums next year. Mr. G. Bilby stressed the need to engage with the public more, and noted the lack of public comment for Committee meetings. Mr. DiFatta recommended increasing public relations so that residents are more inclined to take part in FQMD's public meetings in the future.

5. Discussions –

a. Tax Renewal Marketing Campaign

- i. *Direct Mail– REDRAFT
- ii. *Flyers- Quantity Needed?
- iii. *Social Media Graphics

French Quarter

MANAGEMENT DISTRICT

See attached documents. Mr. G. Bilby reviewed the Quarter for the Quarter tax renewal campaign strategy with the Committee, and thanked Ellie Rand and Ian Mundee for their hard work putting together the materials. He stated that the marketing components will be released separately throughout the entire campaign timeline, instead of doing one big marketing push. Mr. G. Bilby added that there will also be a media page on the FQMD's website with social media graphics available for download, which appointing organizations can post on their respective social media accounts or have printed. He stated that the launch is set for next Friday. Michelle Courseault directed the Committee to the last page of the campaign strategy packet, noting that the timeline and deliverables are broken down in detail. FQMD Board Chair Jane Cooper asked how many voters are residents of the French Quarter. Mr. DiFatta replied 2,900. Ms. Courseault added that the previous vote had only around 700 voters. Mr. DiFatta stated that 70% of Patio Planters' members are French Quarter residents. He added that the organizations' email blasts get a decent amount of response from its' members, noting that he will share the information with them. Mr. DiFatta stated that, though Patio Planters does not advocate for anything political, it would still be wise to educate the members with the campaign materials. He recommended that the FQMD consider sending three or four Commissioners to go speak with the Bureau of Governmental Research to provide clarity and answer any questions about the tax renewal. Mr. G. Bilby agreed. The Committee agreed that 11x14 flyers on heavier cardstock should be printed for French Quarter businesses to be able to display in their windows. Ms. Courseault will order 200 of the 11x14 flyers. She noted that she will be reviewing the list of French Quarter registered voters with Mr. G. Bilby and Ellie Rand to ascertain which voters were active in the last three elections. These voters will be the selected individuals for the direct mailing marketing materials. Mr. G. Bilby will present the campaign strategy to the Board of Commissioners at Monday's Board meeting.

Mr. G. Bilby stated that he would like the FQMD to reconsider having a social media presence, noting that this would allow the organization to publish educational material with the public. Ms. Cooper noted that marketing is a focus of the Finance & Development Committee. She stated that the necessary time to dedicate to social media content and how to communicate effectively with an online audience presents challenges that the FQMD can explore and discuss more moving into the new year.

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

Mr. Pendleton asked if the Committee had a sense of where the mayoral candidates stand with the FQMD. Ms. Courseault replied that Helena Moreno is a big supporter of the organization, as is Royce Duplessis. She noted that she has not reached out to Oliver Thomas yet.

Mr. Pendleton recommended that the Committee be prepared to build bridges with the next administration so that a better working relationship between the City and the FQMD can be put in place. He added that the Committee should also be prepared to fight for a seat at the table when conversations begin regarding the next sanitation contract.

7. Next Meeting Date:

The next scheduled meeting date of the Committee is Wednesday, October 15th, 2025 at 3:00 PM.

8. Adjournment

Mr. Pendleton made a motion to adjourn. Mr. DiFatta seconded the motion, and the meeting adjourned at 3:33 PM.


CAMPAIGN STRATEGY



Compliance Reminder:

FQMD may educate—providing voters with factual, neutral details about the “Quarter for the Quarter” renewal and election logistics—but is not permitted to advocate, i.e., urge voters to cast a “yes” or “no” vote.

All public-funded communications must remain informational and non-partisan, consistent with LA Rev. Stat. § 18:1465 and Louisiana Constitution Art. XI, § 4.



CAMPAIGN OBJECTIVES

LEGAL LIMITATIONS ON FQMD CAMPAIGN ACTIVITIES

As a public body, the French Quarter Management District is bound by Louisiana law regarding the use of public funds in relation to ballot propositions. The following provisions apply to the “Quarter for the Quarter” sales tax renewal campaign:

Louisiana Revised Statutes § 18:1465 — Prohibited Use of Public Funds

“No public funds shall be used to urge any elector to vote for or against any candidate or proposition, or be appropriated to a candidate or political organization. This provision shall not prohibit the use of public funds for dissemination of factual information relative to a proposition appearing on an election ballot.”

Louisiana Constitution, Article XI — Elections

Public funds cannot be used to urge passage for or against any candidate or proposition; however, dissemination of factual information about a ballot proposition is permitted.

EDUCATE

FQMD will educate residents on the [FQMD.org/vote](https://fqmd.org/vote) website by explaining how Quarter for the Quarter sales tax funds support safety, infrastructure, and quality of life in the French Quarter

SHARE

FQMD will share information with community partners that shows where funds go and what outcomes they create.

ENGAGE

FQMD will engage residents by attending community meetings and direct mailings with to encourage participation in the Quarter for the Quarter sales tax vote on Nov. 15.

EDUCATE



Making the French Quarter a better place to live, work and visit
0.245 cents of every dollar spent on food, drinks and shopping in the French Quarter is used to improve the French Quarter for residents.



The French Quarter tourist tax of 0.245% was originally passed in 2020. It funded the French Quarter Management District's safety programs for five years. In that time, the FQMD has worked with state and local officials to make substantial **improvements to the safety and security of the French Quarter.**

**MORE
PATROLS**

**STREET
LIGHTS**

**CRIME
CAMERAS**

**FQ TASK
FORCE
APP**

WEBSITE LAUNCH

Press Release

Email Blast

Social Media Partner Ask

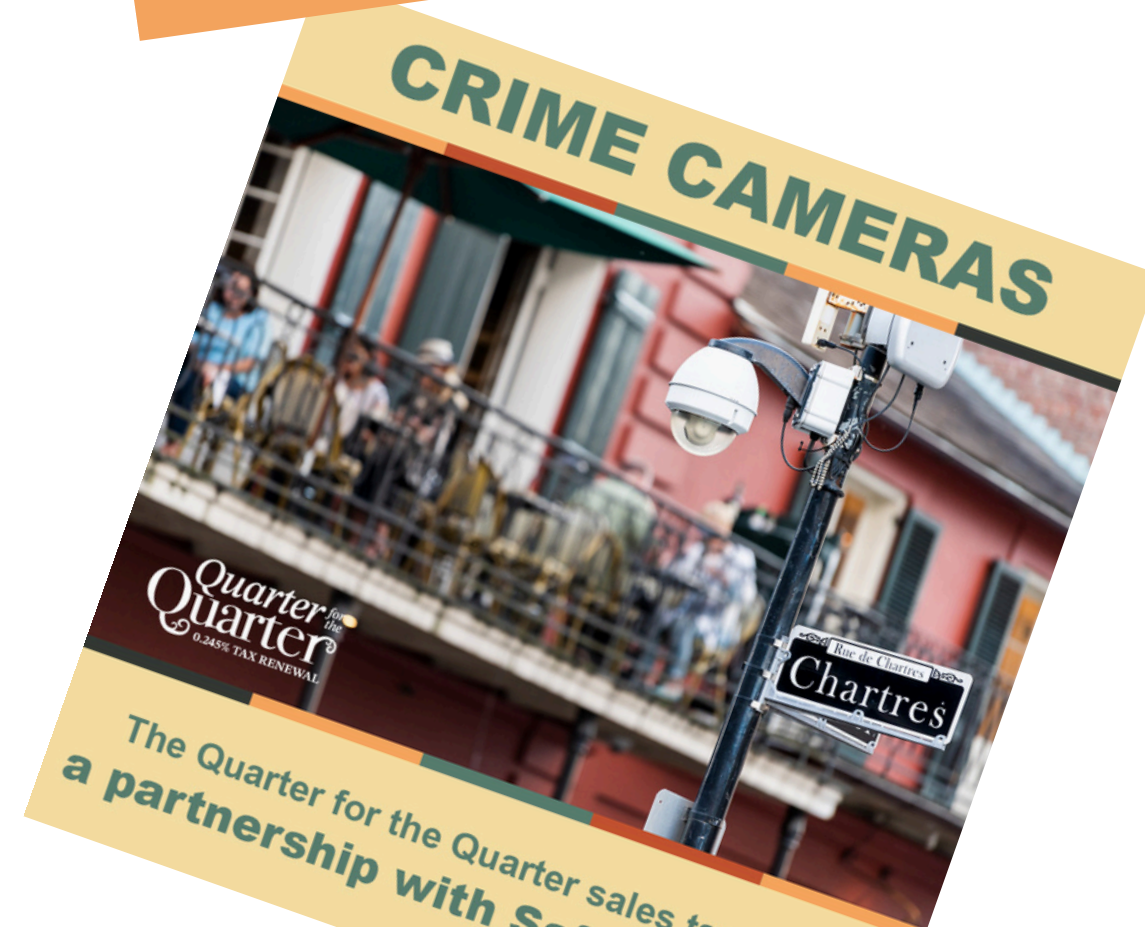
[FQMD.ORG/VOTE](https://fqmd.org/vote)

STREET LIGHTS



The Quarter for the Quarter sales tax funds the repair of over 600 FQ lights

CRIME CAMERAS

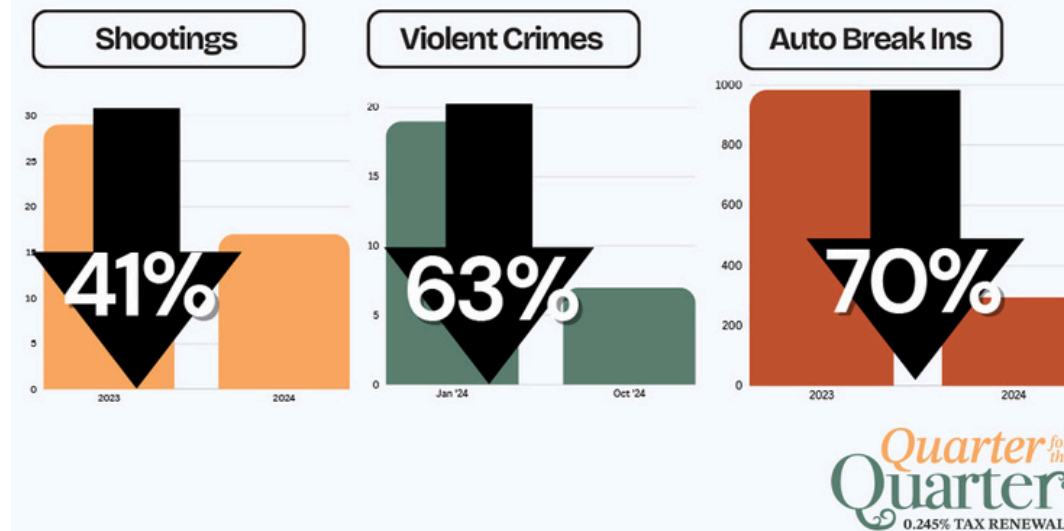


The Quarter for the Quarter sales tax funds a partnership with SafeCam NOLA

SHARE

Information and graphics ready for social media sharing by community partners.

CRIME REDUCTION



The Quarter for the Quarter sales tax funds a safer French Quarter for all

MORE PATROLS



The Quarter for the Quarter sales tax funds 10,500 extra patrol hours annually


FQ TASK FORCE APP



The Quarter for the Quarter sales tax funds a 2-minute police response time!

ENGAGE

FQMD will share a direct mail piece that explains how Quarter for the Quarter sales tax funds are used to benefit the French Quarter as well as attend community meetings to distribute similar informational materials.



400 North Peters St., Suite 206
New Orleans, LA 70130
FQMD.org

Did you know?

Quarter for the Quarter
0.245% TAX RENEWAL

0.245 cents of every dollar spent on food, drinks and shopping in the French Quarter is used to make the French Quarter a better place to live, work and visit.

On November 15, make your voice heard.

The Quarter for the Quarter sales tax currently funds extra security for residents, visitors and businesses.

Your voice matters – it's time to speak up!

NOV 15

Quarter for the Quarter
0.245% TAX RENEWAL



MORE PATROLS

- 10,500 extra patrol hours annually
- 320 arrests in 2024
- 9,471 business checks



STREET LIGHTS

- Inspected 945 lights
- Repaired 600 lights
- Provide ongoing maintenance



CRIME CAMERAS

- Partnership with SafeCam NOLA
- 24-hour Real Time Crime Center



FQ TASK FORCE APP

- Reduced response time to 2 minutes!
- Report incidents quickly and confidentially

French Quarter
MANAGEMENT DISTRICT

Scan the code or visit [FQMD.org](https://www.fqmd.org) to learn more.



TIMELINE & DELIVERABLES



SEPTEMBER

Website Launch

Partner Newsletters #1

Press & Media Stories

OCTOBER

Community Meetings

Direct Mailer – 10/7

Partner Newsletters #2

Press & Media Stories

Mayoral Vote – 10/11

NOVEMBER

Partner Newsletters #3

Press & Media Stories

Q4Q Vote – 11/15



Quarter *for*
the

Quarter

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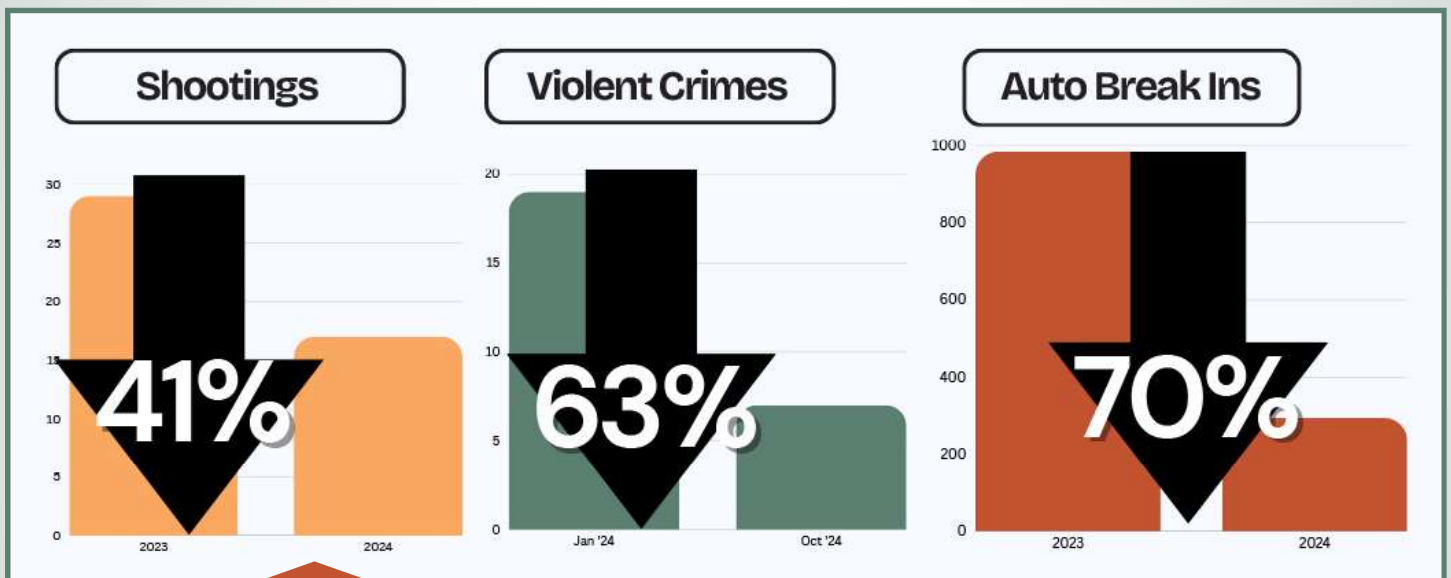


NOV 15

Quarter *for the* Quarter

0.245% TAX RENEWAL

Results of funding safety efforts from the Quarter for the Quarter Tax



Did you know? In 2024, supplemental patrols:

- + Reduced response time to 2 minutes!
- + Responded to 25,760 citizens
- + Checked 9,471 businesses
- + Arrested 328 people
- + Issued 1,284 traffic citations

**Your voice matters.
On November 15th,
it's time to speak up!**

**Early Voting begins November 1
at City Hall Room 1W24**

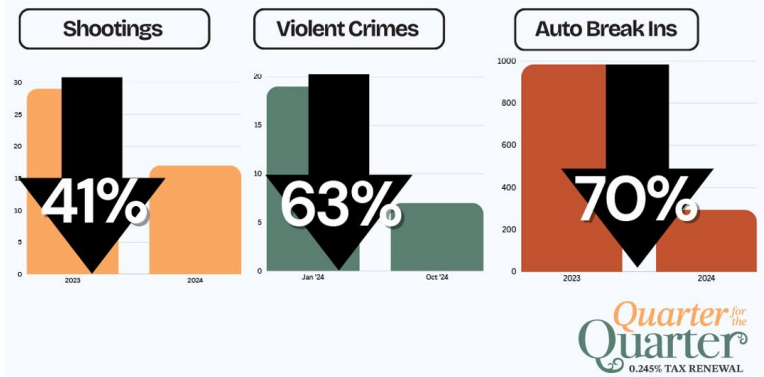


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CRIME REDUCTION



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