

A joint meeting of the Board of Directors (the "Board") of the New Orleans City Park Improvement Association (the "NOCPIA") and City Park Conservancy (the "CPC") was called to order Tuesday, December 10, 2024, at 4 p.m. The meeting was held in person at the Parkview Terrace.

New Orleans City Park Improvement Association

PRESENT: Commissioners Adams, Arata, Dale, Davis, Grenrood, Hales, Hardie, Hilferty, King, Laborde, Lappa, Murray, Sims, Sterbcow, Turner, Waller, and Watler

ABSENT: Commissioners Giarrusso, Green, Harris, Keller, Robin, Sherman, and Solomon

City Park Conservancy

PRESENT: Board Members Batt, Cahn, Fitzpatrick, Gardner, Hahn, Henry, Hilferty, Lappa, Sloss., Wands, and Williams

ABSENT: Board Members Barnes, Bensel, Birdsong, Charbonnet, DeBlieux, Feoli, Fletcher, Harris, Kolb, Pineda, Phipps, D. Rodriguez, R. Rodriguez, Savoie, Solomon, Taylor, and Thornton

STAFF: Rebecca Dietz, Randy Odinet, Keith Hemel, Casie Duplechain, Jake Webster, Keith Claverie, Antonia Keller, and Denise Joubert

GUESTS: Mark Romig, New Orleans & Company Digges Morgan, CPIA Past President, the MVVA Master Plan Design Team, Concordia Master Plan Public Engagement Team, Changing Our World, Fundraising and Development Consultants

CPIA Chair David Waller and CPC Chair Liz Sloss called the meeting to order and noted that this was the third joint board meeting of the City Park Improvement Association and the City Park Conservancy. Waller introduced new CPIA board members Michael Davis, Brian Grenrood, Catherine Hales, and Ryan Sims. Michael Davis expressed his enthusiasm and passion for City Park and is thrilled to be joining the board.

A motion was made to approve the minutes of the CPIA board meeting on October 22, 2024, as circulated via email. The motion was seconded, voted on, and approved unanimously.

The minutes of the CPC board meeting on October 22, 2024, were not approved due to a lack of quorum.

Sloss mentioned that we are launching a new initiative to support City Park. If you make a donation on behalf of a friend or family member, we will send them an acknowledgment card.

MANAGEMENT REPORT

In the Management Report, Rebecca Dietz, President and Chief Executive Officer, reported:

- She thanked the board for the opportunity and for entrusting her with the park's leadership. She will present a six-month review to the CPC executive committee, which will highlight key observations as well as short-term and long-term goals.
- Resume board committee meetings to gather your expertise for future initiatives.
- She thanked the Executive team for the additional responsibilities they assumed over the past year.
- She thanked the board members who participated in the park tours. We plan to offer them again in late January.

Dietz introduced the guests in attendance.

- Digges Morgan, CPIA's Past President (1999-2000), he is excited about the future of the park.
- MVVA Design Team
- Concordia Master Plan Public Engagement Team
- Changing Our World Fundraising and Development Consultants provided a fundraising update, which included the objectives, work to date, and working timeline. Rebecca thanked Liz Sloss and Tania Hahn for being the initial Seed Fund donors.
- Mark Romig, New Orleans & Company – Senior Vice President and Chief Marketing Director of New Orleans & Company, provided an update on the Super Bowl-related activities. Dietz thanked Mark for coming and expressed her appreciation for the partnership.

FINANCE

Keith Hemel, Chief Financial Officer, reviewed the consolidated dashboard and reported:

- CPIA Accounts Receivable \$1,064- mostly made up of 1st quarter slot tax reimbursement
- CPC Deferred Revenue of \$1,166
- CPC Restricted Funds - \$2.6 million
- CPC Pledge Receivables - \$600,000

Government Funding

- Slot Tax 1st quarter reimbursement of \$738,000
- City Millage - \$136,000 through October
- City TIF - \$72,000 through 1st quarter

Reviewed departments over/under budget

Reviewed the sales report for Celebration in the Oaks

Live Nation is interested in terminating their contract.

MASTER PLAN/CAPITAL PROJECTS

Randy Odinet, Vice President and Chief Planning Officer, reported:

- Thanked the MVVA Design team and Concordia for their attendance.
- Held a Master Plan meeting with the staff today
- A Master Plan public meeting is scheduled for December 11 at the Greek Orthodox Church.

David Waller presented a resolution approving the construction contract between City Park Conservancy and the selected responsible and responsive bidder in an amount not to exceed \$1.2M for light replacement at Pan American Stadium and authorizing the President & CEO of City Park to execute the contract and any related documents or necessary change orders. The resolution was approved unanimously.

DEVELOPMENT AND MEMBERSHIP

Casie Duplechain, Chief Philanthropy and Engagement Officer, reported:

Celebration in the Oaks Sponsorships

- Sponsorships \$189,000/ goal \$209,000
- Preview Party \$56,640/goal \$65,000
- Bryan Subaru Raffle \$59,925/goal 75,000
- Partnered with local non-profits to provide social services to underserved residents. There were 32 non-profits that requested tickets.

Upcoming Notable Events

- MLK Annual Day of Service January 20, 2025
- Lark in the Park March 14, 2025
- Big Bass Fishing Rodeo March 29, 2025
- Spring Garden Show April 5 and 6
- Heart of the Park Hat Luncheon April 30, 2025

MEMBERSHIP

Membership as of December 9, 2024

- Members 4,310
- Monthly Renewal Rate - 51%
- Cumulative Renewal Rate - 90%

City Bark 1,526

Carousel Gardens Amusement Park 1,446

The meeting was adjourned at 5:00 p.m.