



Board of Commissioners Meeting Minutes

Monday, 08 February 2021

2:10 pm – 3:12 pm

Via Teleconference:

<https://meetings.ringcentral.com/j/2047589217>

Meeting ID: 204 758 9217

Video:

<https://meetings.ringcentral.com/personallink.html>

Audio:

+1 (469) 445 0100

Commissioners Present:

Susan Klein
Heidi Raines
David Bilbe
Jeremy DeBlieux

Jane Cooper
Gail Cavett
Mamie Gasperecz

Steve Caputo
Robert Watters
Frank Zumbo
Matthew Emory

Commissioners Absent: Christian Pendleton

Executive Director: Karley Frankic

Guests:

Bob Simms, FQTF
Erin Holmes, VCPORA
David Speights, NRMSI
Paul Rioux, BGR Research Analyst

Brittany McGovern, FQBA
Dave Jorgensen, Livability Comm.
Bridget Neal, LA Lt. Gov. Consultant

- I. **CALL TO ORDER: ROLL CALL: INTRODUCTION OF ATTENDEES** – Vice-Chairman Raines called the meeting to order at 2:11pm, Ms. Frankic read the Agenda as noticed and Ms. Klein called the roll.

- II. **PUBLIC COMMENT:** Written public comments and live comment requests should be submitted electronically via email to publiccomments@fqmd.org. Emailed public comments will be accepted from the time the agenda is released until conclusion of its reading. Emailed public comment received after the reading of the agenda will not be considered. Each submission must contain: 1) the commenter's first and last name, 2) the commenter's address, 3) whether the commenter is being paid in connection with his or her comments, and 4) the agenda item to which the comment pertains. Any public comment submission or live comment request missing this information will not be read aloud or recognized for live comment. Live comment during a teleconference meeting via the following formats shall be accepted

- Electronically raise their hand to request to comment. Upon being recognized to speak by the chair their microphone should be turned on. After speaking the microphone shall be returned to mute.
- Post comments relevant to the action item in the ‘Chat Box’.
- Live comment speakers will be given two minutes to comment. The speaker may be muted by the moderator at the conclusion of the two-minute limit.

No public comments were received.

III. JANUARY REGULAR BOARD MEETING MINUTES APPROVAL: Ms. Klein

Mr. Zumbo motioned (**M1**) to “approve the final draft of the January 11, 2021 Board Minutes as corrected and submitted...”, seconded by Ms. Gasperez and unanimously approved.

IV. PRESENTATION & APPROVAL OF JANUARY 2021 TREASURER’S REPORT – Mr. DeBlieux

- Financials - The Balance Sheet shows the SPPP account at \$69,083.87, the General Operating account at \$186,780.76 and the FQMA account at \$2,831.68 for a total of \$272,968.28. There is a zero balance in Account Receivables, and Total Liabilities and Equity at \$272,968.28. He noted Ms. Frankic’s efforts have kept our losses below projections. Ms. Cooper motioned (**M2**) to “approve the January 2021 Treasurer Reports as submitted...”, seconded by Ms. Gasperez and unanimously approved.
- SPPP Mardi Gras Reduction - Mr. DeBlieux suggested with FQ visitation and business activity down to adjust the Supplemental Police Patrol Program’s (SPPP) French Quarter Task Force (FQTF) officers from three to two for a twenty-four hour period with one officer in the day and one at night during Mardi Gras weekend from Friday through Tuesday to coincide with the City restrictions. This will realize a savings of thirty percent for that time period. Ms. Cavett noted 8th District Captain Caprera should be notified of the reduction. Mr. Simms feels one lone officer at night would be unsafe past the current Mardi Gras restriction timeframe. Mr. DeBlieux motioned (**M3**) to “reduce the FQMD SPPP FQTF to two officers per twenty-four hour period for day and night coverage for the Mardi Gras weekend to coincide with the City access and business restrictions...”, seconded by Mr. Watters and unanimously approved. Ms. Frankic shall notify Captain Caprera of this decision.

V. CHAIRMAN’S COMMENTS – Ms. Raines presented for Mr. Pendleton

- Committee Membership and Attendance – Ms. Raines shared pursuant to FQMD Bylaw Article XIV.A.1.d. “In keeping with public policy of La. R.S. 25:799 (C)(4), any Committee Officer who misses more than fifty percent (50%) of the regularly noticed meetings of their respective Committee in any calendar year shall be disqualified and removed automatically from office and that person’s position shall be vacant as of the first day of the next calendar month.” This shall be enforced due to Committee work being impeded due to a lack of quorum. Anyone who is removed may continue to attend the meetings and reapply for membership to the Committee Chair or Vice-Chair. Ms. Frankic shall send an email to all committee members notifying them of the requirements and if anyone has been removed for less than fifty percent attendance in 2020 as a non-voting Committee Member. The Committee Chairs have been notified of the Members who have lost voting status.
- French Quarter Economic Development District (FQ EDD) Sales Tax Referendum – **ANNEX I**

The current CEA was presented including scope, oversight, reporting including quarterly reports to the City Council, 8th District supervision and a unified command. The FQMD shall continue to follow the public budget process. Mr. Caputo asked about the hotel tax exclusion. The New Orleans Bond Commission noted that ballot language should not list exclusions. Therefore, this shall be remedied by the Bond Commission and finalized in the new CEA. The “Quarter for the Quarter” sales tax was being paid by the hotels on all consumables, but not on the room fee. The intent is that the FQ EDD sales tax shall be structured the same way, excluding the room fee. The FQMD is awaiting the final decision from the City and the Bond Commission on this. The self-assessment which is only ten percent of previous generated revenue is currently being paid to New Orleans and Company for marketing. There are various types of contributions that the New Orleans Convention Center and New Orleans & Company have made to FQMD.

Ms. Frankic shall update the hotel stakeholders on any new development regarding the hotel room exclusion.

VI. EXECUTIVE DIRECTORS REPORT – Ms. Frankic

Ms. Frankic noted the Committee Chairs and the Parity Team shall report on work product from the past month so I will use this report to detail progress that is separate and apart from those reports.

a. Administrative

- i. Quality of Life (QOL) - Ms. Frankic collaborates with a working group of other French Quarter organizational Executive Directors (ED). This group has been an enormous help regarding FQ QOL. There are many active FQ projects including Small Cell design and location guidelines, the Mayor’s plan for “Reimagining the French Quarter”, a parklet pilot program, an Outdoor Live Entertainment Study, a plan by City Hall to move a portion of City Hall to the Municipal Auditorium, and the Street Renaming Commission. These topics are being addressed in the Livability Committee. These women EDs are very active and due an incredible job of advocating for smart planning in the neighborhood. FQMD’s role is to find unifying themes to move the conversation forward in areas where there is consensus.
- ii. DDD and NORTA Collaboration - Ms. Frankic has been working with the Interim President and CEO of the Downtown Development District (DDD) and Ms. Gasperecz, FQMD Livability Committee Chair to move several initiatives forward including preparation of new sanitation contract vetting, the return of the New Orleans Regional Transit Authority (RTA) Vieux Carre line, and a survey of the 100 blocks. This survey shall assess use, occupation, and storefront opportunities, as well as infrastructure conditions. The collaboration with these partners shall continue to improve the shared jurisdiction of the Upper Quarter.

b. Public Safety

- i. The Supplemental Police Patrol Program Cooperative Endeavor Agreement (CEA) for its short-term operation was received back from the City and there was no gap in proactive patrols. The past month has been very busy with taking over the coordination of the SPPP from Mr. Simms with his help. The team at the NOPD 8th District and the Office of Police Secondary Employment (OPSE) have really stepped up to make the transition as seamless as possible. Everyone has been working hard to assure a consistent level of service and their efforts are greatly appreciated.
- ii. The Smart Car vehicle donation agreement was executed this month and the title transfers should be done this week.

iii. FQMD has not taken an administrative fee from the SPPP account since contributions from New Orleans & Company ceased last year. FQMD has been absorbing the expense of the administration of the program and now the day-to-day coordination within our existing personnel time and overhead costs. As the Board looks to next steps, it will be essential to plan for additional funding and hiring of personnel to assure the sustainability of this program and the exciting new programming envisioned by our committee leaders.

c. Meetings attended:

1/12	MAX Meeting
1/14	FQEDD Meeting
1/18	Livability Committee Check in Meeting
1/19	FQBA “State of New Orleans Business” Webinar
1/19	Gov. Affairs Committee Check In Meeting
1/19	MAX Meeting
1/20	Gov. Affairs Committee Meeting
1/21	5G Working Group Meeting
1/22	PR Firm Research Meeting
1/25	Ehrhardt Group Interview
1/25	Meeting with Peter Bowen
1/25	Security & Enforcement Committee Meeting
1/26	Sherman Strategies Interview
1/26	MAX Meeting
1/25	New Orleans & Company “State of the Industry” Webinar
1/28	Gamble Communications Interview
1/28	City Hall at Municipal Auditorium Public Meeting
1/29	Finance & Development Committee Check in Meeting
1/29	Interview with Betty Thibodeaux
1/29	Parity Team Meeting
2/1	State Bond Commission Call
2/1	Finance & Development Committee Meeting
2/2	MAX Meeting
2/3	Livability Committee Meeting
2/4	GNO Inc Annual Meeting

VII. Report by Chair, Finance & Development – Ms. Raines

- a. The Committee reviewed the FQ EDD and this was presented earlier under *Agenda Item V. b.*
- b. Presentation of Public Relations Research and Vetting – Three marketing consulting firms, Gamble Communications, the Earhart Group and Sherman Strategies were vetted considering parameters, cost, and goals. The State confirmed the FQMD could spend funds on elector education, but not to lobby a position. This recommendation was deferred until a final CEA is finalized.

VIII. REPORT BY CHAIR, GOVERNMENT AFFAIRS COMMITTEE – Mr. DeBlieux

- a. French Quarter Economic Development District Sales Tax – This April ballot initiative is to support public safety in the French Quarter with funds being administer by the FQMD. The Committee reviewed and discussed in detail the FQ EDD’s Governing Authority’s recommendations to the CEA. A goal of the Board Chair is to have this finalized before Mardi Gras including the necessary job descriptions. Different committees shall be working in concert to assure standards are maintained with an interactive app and including a licensing agreement

budget, and coordination with NOPD and OPSE. The previous failed election initiative was also reviewed and a format for residential association interaction. Commissioners Bilbe and Cooper volunteered to craft a plan of action leading up to the election. The FQMD legal counsel reviewed the CEA language and it has been submitted to Councilmember Palmer for her reply.

IX. REPORT BY CHAIR, LIVABILITY COMMITTEE – Ms. Gasperecz

- a. Kim Rosenberg has resigned from Committee but Ms. Gasperecz is pleased with the response she has had from other Committee Members. Ms. McGovern, FQBA updated the Committee on the 5G initiative; Ms. Holmes, VCPORA updated the Committee on the “Reimagining the FQ” project, and Ms. Frankic presented the latest information on the City Bike Share program and DDD collaboration. There was a lively discussion on Sanitation issues.
- b. The Tulane Preservation School was receptive to interns working on the FQMD Lighting Study. These interns require forty hour “hands-on” involvement and the Lighting Study is a great fit for them. The 100 block survey to inventory structures.
- c. DDD Partnership – A follow-up call is scheduled this week regarding funding on our shared footprint.

X. REPORT BY CHAIR, SECURITY and ENFORCEMENT COMMITTEE – Mr. Emory

- a. SPPP – The Committee is working with the other FQMD Committees to make ensure public safety standards are maintained utilizing stakeholder input. Commissioners Cavett and Watters have been working with Captain Caprera to that end. He expressed his appreciation to Mr. Simms on his commitment and assistance for the transition.

XI. PARITY TEAM RECOMMENDATION ON COMMISSIONER VERIFICATION GUIDANCE for APPOINTING ENTITIES – Ms. Frankic **ANNEX II**

- a. It was noted these recommendations were vetted in open meetings and the recommendations were included in the Board packet in advance of the meeting. This was done to provide guidance to the appointing authorities as related to the FQMD empowering legislation and other State and City requirements. The enabling legislation establishes Commissioners must meet the terms of qualification upon appointment and for the duration of their term.
- b. Ms. Gasperecz motioned (M4) to “adopt the Parity Team recommendations as presented for verification qualifications of FQMD Commissioner appointment...”, seconded by Mr. Caputo and unanimously approved.

XII. New Business

- a. Louisiana Ethics Board Training: Ms. Klein shall send the State link to the Commissioners for this training which should be done prior to the March meeting as agreed upon in a previous Board Meeting. Ms. Frankic shall send the information to all non-Commissioner Committee Members.
- b. State Commissioner Financial Disclosures: These are due May 15, 2021
- c. Mr. Simms asked for verification of SPPP FQTF shut down. Mr. DeBlieux verified the date of February 21, 2021. Mr. Emory noted this shall be a suspension of services until funding is reestablished. Ms. Frankic shall immediately coordinate with the partners involved for a smooth suspension. Mr. Simms noted he will put messaging on the app for the public.

XIII. Next meeting date: 8 March 2021

XIV. ADJOURNMENT – Mr. Deblieux motioned (**M5**) to “adjourn the February 2021 Regular Meeting of the FQMD Commission at 3:12 p.m.”, seconded by Mr. Zumbo and unanimously approved.

Respectfully submitted,

(signed original available)

Susan Klein, Secretary

ANNEX I – French Quarter Economic Development District

FRENCH QUARTER ECONOMIC DEVELOPMENT DISTRICT GOVERNING AUTHORITY: 2021/01/14 RESOLUTION NO. R-2021-2

"Shall a .245% increase in the sales tax be levied within the boundaries of the French Quarter Economic Development District ("FQ EDD") (with the exception of such a levy on hotel rooms) to be collected on the sale at retail, the use, the lease or rental, the consumption and storage for use or the consumption of tangible personal property and sales of services within the boundaries of the FQ EDD for a period of five years, beginning May 1, 2021 and ending April 30, 2026 (an estimated \$2 million reasonably expected at this time to be collected as a result of the levy per year) for the purpose of funding POST Certified supplemental police patrols and homeless assistance services, with the initial \$2 million collected in any year dedicated to supplemental police patrols and any additional revenue to be divided between additional patrols and public safety programs (including homeless assistance), and administered by the French Quarter Management District for fiscal and operational oversight of the FQ EDD Trust Fund and services provided by such fund and subject to quarterly budget and expenditure reports to the City Council, to facilitate economic development within the FQ EDD?"

Cooperative Endeavor Agreement

Purpose

- To fund POST Certified supplemental police patrols and public safety programs (including homeless assistance services), with the initial \$2 million collected in any year dedicated to supplemental police patrols and any additional revenue to be divided between additional patrols and public safety programs (including homeless assistance)

Disbursement Restrictions

- Public safety and law enforcement, including any administrative needs, including the vehicles, maintenance, and fuel, user app license fees ,and equipment
- Enforcement of criminal laws by POST-certified officers and programming
- Quality of life and code enforcement measures relative to public safety and crime prevention
- Homeless assistance services

Oversight

- Administered by the French Quarter Management District for fiscal and operational oversight of the Trust Fund and services provided by such fund
- Quarterly budget and expenditure reports to the City Council to supplement
- Agreement Monitors
- Captain of the NOPD 8th District
- City Attorney
- Mayoral authorized representative
- District authorized representative
- Board Chair of the FQMD
- Executive Director of the FQMD

Operations

- Unified Command through the NOPD 8th District
- NOPD Fulltime Coordinator manages and day to day operations of the Supplemental Police Patrol Program under the direction of the 8th District Captain
- Patrol officers, on-duty overtime, under the direct command of the Fulltime Coordinator
- FQMD works with the NOPD 8th District to draft Patrol Plan and Post Instructions

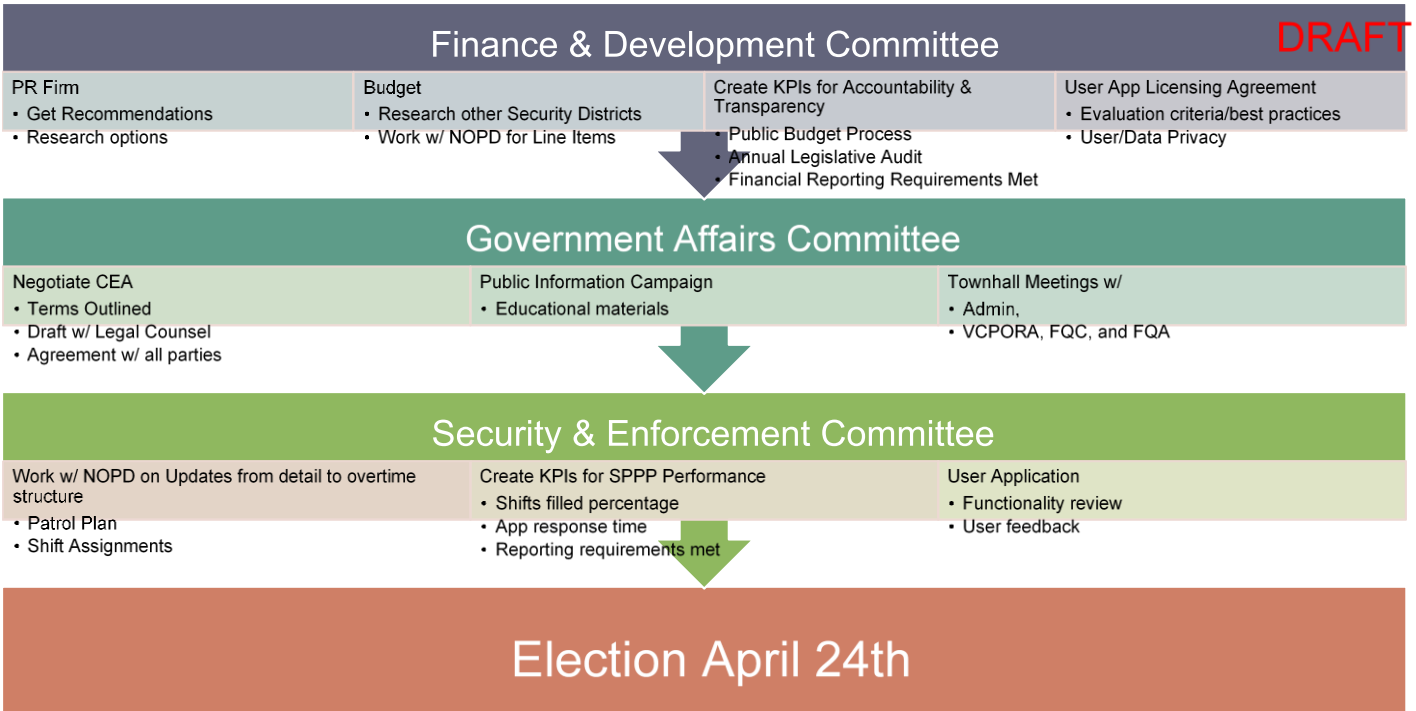
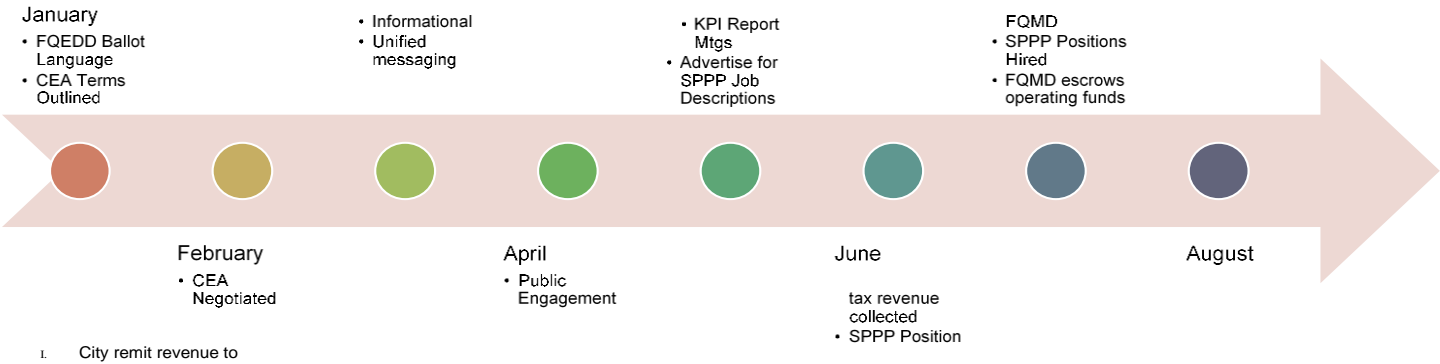
Fiscal Transparency

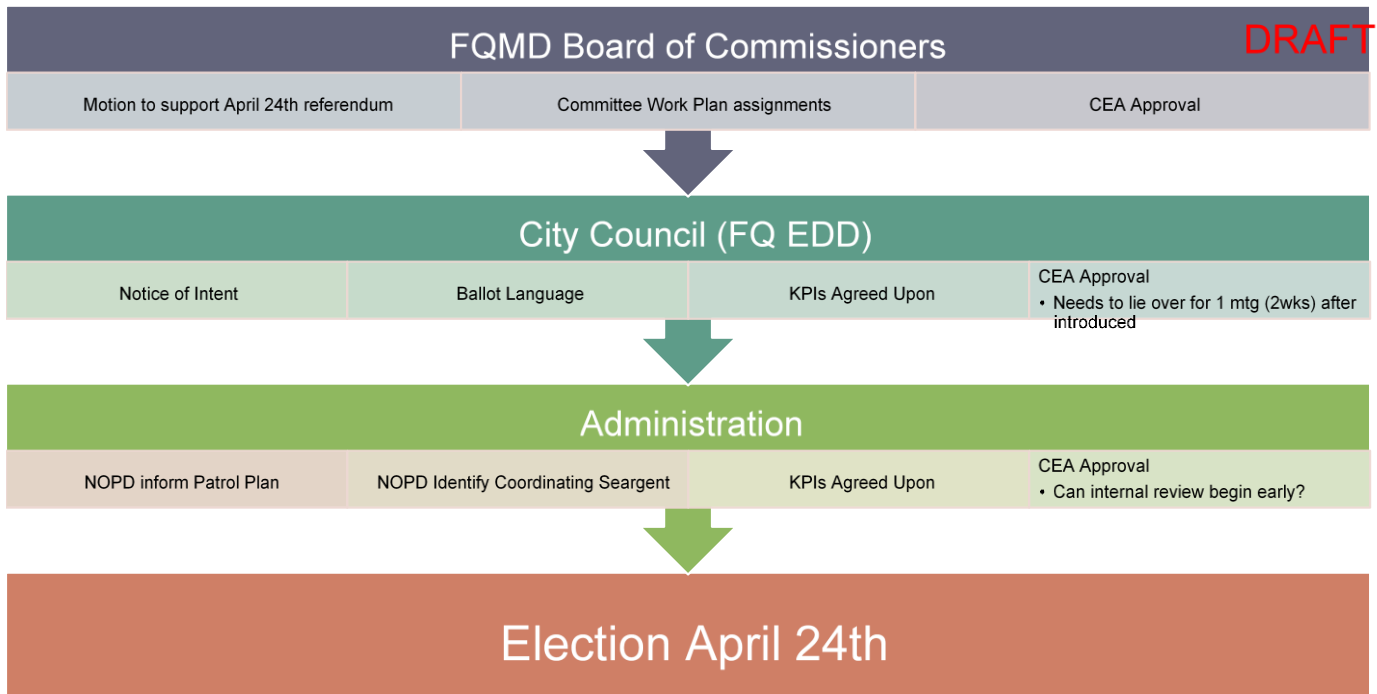
- Public Budget Process per Local Government Budget Act, R.S. 39:1301
- Annual Legislative Audit
- Within 90 days of revenues collected, FQMD place in reserve account a minimum of one month of budgeted operating expenses to protect City General Operating Fund from hours worked by Patrol Officers and NOPD Full Time Coordinator
- Monthly SPPP Account Income & Expense Report and Balance Sheet presented at Board Meetings
- Quarterly budget and expenditure reports to the City Council required by ballot language. (FQMD include in that quarterly report assessment of revenue generated to personnel hours deployed)

Public Safety Accountability

- Bi-monthly meetings of Agreement Monitors to evaluate KPIs
- Percentage of shifts filled
- Target response time for app and dispatch calls
- Mechanism for public feedback on SPPP performance
- Monthly Reporting on SPPP KPIs at Security & Enforcement Committee and Board Meetings

- 1. KPIs Created • Townhall
 - 1. Budget meetings Created • Targeted
 - 1. Public social media Engagement • Radio
 - 1. Research interviews •
- July
- ELECTION**
4/24





ANNEX II - FQMD COMMISSIONER QUALIFICATION VERIFICATION

RS 25:799 §799. CREATION OF THE FRENCH QUARTER MANAGEMENT DISTRICT

- C. Governance.
1. The district shall be governed by a board of commissioners consisting of thirteen members as follows:
 - a. The chairman of the Vieux Carré Commission or his designee.
Verification to include:
 - Letter from VCC documenting Chairmanship and appointment
 - b. One person who is domiciled and a qualified elector in the district, appointed by the Vieux Carré Property Owners, Residents and Associates, Inc.
Verification to include:
 - Voter registration verification and Domiciliary property tax bill or lease (personal information blacked out)
 - c. One person who either owns one or more restaurants in the district or is a corporate representative of a company owning and operating one or more restaurants in the district, appointed by the Louisiana Restaurant Association, Inc.
Verification to include:
 - A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
 - An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information

blacked out) and a current City of New Orleans business license.

- d. One person who is either employed full-time, or owns or operates a hotel, in the district between the center line of Canal Street and the middle of Iberville Street, appointed by

the Greater New Orleans Hotel and Lodging Association, Inc.

Verification to include:

- A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
- An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license.

- e. One person who is either employed full-time, or owns or operates a hotel, in the Vieux Carré sections of the district, appointed by the Greater New Orleans Hotel and Lodging Association, Inc.

Verification to include:

- A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
- An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license

- f. One person who is either employed full-time, or owns or operates a business, in the district, appointed by the French Quarter Business Association of Louisiana.

Verification to include:

- A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
- An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license

- g. One person who is either employed full-time, or owns or operates a business in the district, appointed by the French Quarter Business League.

Verification to include:

- A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
- An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license

- h. One person who owns a business headquartered in the district, appointed by the mayor of New Orleans.

Verification to include:

- A LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license.

- i. One person who is domiciled and a qualified elector in either of the parts of the Vieux Carré designated as VCR-1 or VCR-2, appointed by the mayor of New Orleans.
Verification to include:
 - Voter registration verification and Domiciliary property tax bill or lease (personal information blacked out).
 - j. One person who is domiciled and a qualified elector in the district, appointed by the French Quarter Citizens, Inc.
Verification to include:
 - Voter registration verification and Domiciliary property tax bill or lease (personal information blacked out).
 - k. One person who is domiciled and a qualified elector in the district, appointed by North Rampart Main Street, Inc.
Verification to include:
 - Voter registration verification and Domiciliary property tax bill or lease (personal information blacked out).
 - l. One person who is employed full-time or owns or operates a business, in the district, appointed by the New Orleans Metropolitan Convention and Visitors Bureau, Inc.
Verification to include:
 - A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
 - An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license
 - m. One person who is domiciled, employed full-time, or owns or operates a business, in the district, appointed by the New Orleans City Council member representing City Council District "C".
Verification to include:
 - A full-time resident shall provide voter registration verification and domiciliary property tax bill or lease (personal information blacked out).
 - A full-time employee shall provide a current pay stub (personal information blacked out) or a letter from the Human Resources Department verifying full-time employment.
 - An owner shall provide a LA Secretary of State active business registration, Articles of Incorporation, or Schedule K-1(Form 1065) (personal information blacked out) and a current City of New Orleans business license .
2. Any qualification or condition that is a prerequisite for a member's appointment to, or membership on, the board shall be maintained throughout the member's term of office and membership on the board. Any board member who, during the member's term of office, fails to maintain any such qualification or condition shall be automatically disqualified from membership on the board and the office shall become vacant. Prior to the board taking action to disqualify a member and fill such vacancy, at least two weeks written notice shall be given by the board to the appointing authority of the member. The vacancy may be filled simultaneous with the occurrence of the vacancy.
 3. Except for the member provided for by Subparagraph (1)(a) (VCC) of this Subsection, the members of the board shall serve four-year staggered terms.