

**DOWNTOWN DEVELOPMENT DISTRICT
BOARD OF COMMISSIONERS SPECIAL MEETING
Wednesday, August 10, 2022 – 11:00 a.m. – 12:26 p.m.
In Person**

Roll taken, Quorum present – Meeting called to order at 11:05 a.m. ended at 12:26 p.m.

Members Present: Gregory Curtis, Chris Ross, William Bradshaw, Kristi Taglauer, Leann Moses, Paul Flower, Coleman Adler,

Members Absent: Judy Barrasso, Carla Major, Cleveland Spears, Damon Burns

Staff/Counsel Present: President Davon Barbour, Anthony Carter, T. Trent Dang, Josh Vairin, Stuart Taylor, Francia Barradas, Scott Whittaker (Counsel, Stone Pigman), Brittany Carnes (Stone Pigman)

Other Staff Present: N/A

Notice: The time, location, and agenda had been adequately and publicly noticed.

Call for Public Input Cards: N/A

Public Comments: N/A

Action Items

Resolution to Approve Contract for Event Management for Holiday Events Services
Consideration of Proposed Sponsorship of Children’s Hospital Holiday Parade

Resolution to Approve Contract for Event Management for Holiday Events Services Action Item*

T. Trent Dang presented to the board and requested they approve and delegate authority to the President & CEO to negotiate and execute the agreement for the RFP submitted by NOCCI. Commissioner Moses asked for clarification in the change in scope, and if sponsorship dollars of 90K and above is received how it would be used. Chair Curtis explained NOCCI has clear scope outlined in their RFP.

Commissioner Bradshaw motioned for a resolution to approve NOCCI. Commissioner Taglauer seconded. Motion passed

Consideration of Proposed Sponsorship of Children’s Hospital Holiday Parade – Action Item*

The chair and commissioners expressed concerns about the following:

- The name of the Parade
- The budget i.e. what portion would be the responsibility of the DDD
- Would like a break down on costs from Kern Studios
- Will the 150K cover entire holiday events or will it be used solely for parade
- Is this sponsorship an annual event

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- Kern Studios was asked about the sponsorship value – response from Kern Studios was that it will start at 30K. However it was stated that the sponsorship budget was lower it was approximately 7K
- Kern Studios said that the price would be honoured
- Clarification on whether the other holiday events e.g. lighting for Canal would be part of the parade or if DDD and NOCCI would have to produce independently
- Length of the sponsorship – one (1) year
- DBE participation
- Will the DDD be invoiced for services outside the district
- Would like clarification from Kern Studios whether this will also include fees for NOCCI
- Inclusion of local dance troupes, bands from past years
- Can the DDD provide more floats depending on sponsorship? DDD to retain monies raised from sponsorship

Commissioner Moses made a motion to move forward to negotiate the sponsorship, subject to the following items:

1. The name of the Downtown Development Authority (DDD) shall be incorporated into the official name of the parade.
2. DDD sponsorship is confined to the limits of the district and shall not fund parade expenses outside of the district.
3. Kern Studios must commit to the participation of local dance teams and groups who participated in the past years
4. Sponsorship deal term is one (1) year.
5. DDD retains the right to sell sponsorship for its five (5) floats and retain the associated revenue.
6. The overall budget cap for Holiday Event Management Services and Holiday Parade Sponsorship is \$150,000 unless added funds are raised by DDD.
7. Kern Studios shall adhere to DDD's Procurement Policy and maximize opportunities for Disadvantaged Business Enterprises (DBEs) and local businesses to align with DDD's spirit of inclusive economic development.
8. Staff be granted the discretion/flexibility to negotiate sponsorship amount based upon available funding after Holiday Event Marketing Services fee is funded.
9. Staff be granted the discretion/flexibility to adjust holiday events based on past performance, expertise to optimize available resources.
10. DDD staff will promote all traditional holiday events that occur within the district via its marketing and communications resources (i.e., website, newsletter, etc.).

Second by Commissioner Taglauer and Commissioner Bradshaw. Motion passed.

Commissioner Bradshaw said that this is potentially a wonderful idea and hopes that the process is smoother the next year.

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President Barbour conveyed a message for the record from Commissioner Spears – Commissioner Spears is in support of the partnership

Kern Studios will meet with WDSU today August 2nd and agreed that the DDD staff will be included in their next meeting with WDSU

Adjournment – Commissioner Curtis requested a motion to adjourn. Seconded by Commissioner Bradshaw and Commissioner Taglauer. The motion carried. The meeting adjourned at 12:26 p.m.