

**DOWNTOWN DEVELOPMENT DISTRICT
BOARD OF COMMISSIONERS MEETING
Tuesday, November 1, 2022 – 4:00 PM – 5:30 p.m.
In Person**

Roll taken, Quorum present – Meeting called to order at 4:00 p.m.

Members Present: Gregory Curtis, Carla Major, Chris Ross, William Bradshaw, Judy Barrasso, Cleveland Spears, Leann Moses,

Members Absent: Coleman Adler, Kristi Taglauer, Paul Flower, Damon Burns

Staff/Counsel Present: CEO Davon Barbour, Anthony Carter, Darren Harris, Hunter Hebert, T. Trent Dang, Stuart Taylor, Scott Whittaker (Counsel, Stone Pigman), Brittany Carnes (Stone Pigman)

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

Call for Public Input Cards: N/A

Public Comments: N/A.

- Chair Curtis has consulted with counsel regarding written public comments for meetings. If possible, written public comments will be disseminated to the board prior to meetings. A copy of the public comment will be placed at their seats prior to the meeting. If any of the commissioners have questions or would like to speak regarding the public comments, or if the person who wrote the public comment is present, they will be permitted to speak at the meeting. Otherwise, written public comments without objection, will be placed in the meeting minutes. Formal documents clarifying the guidelines will be presented at the next meeting.

Action Items

- Approval of Meeting Minutes from October 4, 2022, Board Meeting – **Action Item**
- Approval of September 2022 Financial Reports – **Action Item***
- Approval of 2023 Meeting Dates – **Action Item***

Approval of Meeting Minutes from October 4, 2022, Board Meeting

A motion by Chair Curtis to approve minutes, motion by Commissioner Bradshaw, second by Secretary Spears. Motion carried.

Treasurer's Report –

- **Approval of September 2022 Financial Reports – Action Item**
 - RTA shelter fees for September at the time of preparation was not received, however, DDD has since received the fees
 - City collections on ad valorem taxes are 161.81% for the amt. budgeted for September, 101.82% YTD and 96.32 % total amt. budgeted for 2022
 - Expenses –Close to anticipated. Outstanding are Landscaping invoices for the months March, April, June and September not received/processed.
 - Budget is on Schedule
- Anthony Carter responded to question by Secretary Spears regarding line 224 rent – Anthony Carter will be re-negotiating the office rent with the building management

Motion from Finance Committee Treasurer Chris Ross to approve the September 2022 financials, second by Commissioner Bradshaw. Motion carried

Audit 2021 – official approval received to submit at the end of November. Meeting scheduled to meet with the director of the city treasury to update 2020 numbers which will allow DDD to finish 2021

Chair's Report:

- **Approval of 2023 Meeting Dates-Action Item**
 - 2023 meeting dates- minor changes to times. Executive committee meeting moved up to 3:30 p.m. Some meeting dates/times will adjust to accommodate holidays/special celebrations

Motion to approve by Vice-Chair Carla Major, seconded by Commissioner Cleveland Spears. Motion carried

President's Report – President & CEO Davon Barbour

- Expressed his appreciation to the board/staff for a successful DDD State of Downtown Luncheon. DDD continues to receive positive feedback. Hopes to double attendance next year.
- Introduced and welcomed to the DDD Marketing & Communications Team - Ashley Mills
- Positions to be filled – Public Affairs Director and a Research Coordinator for the Economic Department. Commissioner Bradshaw requested the job positions be circulated to the board
- DDD is working directly with Mayor's Office of Economic Development, NOLABA and Stirling properties to host the ICSC NOLA Small Business event on November 10, 2022. For small businesses owners across the city, if they register ahead of time admission is complimentary. Commissioner Spears will be on the panel discussing marketing. CEO Barbour responded to Commissioner Barrasso's questions re attendance and whether the event was limited to downtown - at this time there are 40

registrants, for the event. As a result of the pandemic, ICSC has shifted its focus from shopping malls to small businesses in the community, the event is not limited to downtown, it is citywide

- **Economic Development:**

- Looking forward to bringing a research person to the economic department
- Discussed the department's attendance at various events
- Economic Development is currently working on a new Interior Retail Grant
- The department plans to double its business and retention visits in the next month
- In response to Commissioner Barrasso's request for stormwater infrastructure update, she was informed that the contract is with Wingate Engineers for their design services. The contract will take a month to route before being executed. DPW will be contacted for an update

- **Communications:**

- Welcomed Ashley Mills, Marketing and Communications Manager
- Finalized negotiations with Kern Studios for holiday parade sponsorship. DDD will no longer be directly involved with the operation
- Planning for the lighting of Canal Street with after party at Westin is moving forward. This event will be held on 11/22/22
- Parade will be held on 12/3/2022. Minor change to route. Starting at Elysian Fields ending at Lafayette Square
- Chair Curtis asked that marketing and communications department notify hotels/create calendars promoting the parade and holiday events
- Deep Fried Advertising Agency will now oversee design initiatives and re-branding of DDD/DDU

- **Operations:**

- DDD Rangers continue a successful partnership with the Sobering Center. So far, the metrics recorded at least 30-persons
- New patrol Vets Securing America started their patrol on 10/1/22. Their presence with Pinnacle and NOPD has had an impact
- Pressure washing continue on a weekly basis
- Clean Team with the Mayor's strike force continue to make an impact e.g. completion of painting poles, fixtures
- Clean team continue to respond quickly to remove graffiti. Commissioner Bradshaw is happy to support a creative program that will encourage the graffiti artists/kids to create art in a positive way. CEO Barbour informed the board the graffiti program continues to be promoted to property owners. DDD is looking into anti-graffiti coating for buildings
- DDD is replacing and spacing trash cans

DDD BOARD OF COMMISSIONERS MEETING
TUESDAY, NOVEMBER 1, 2022

- Surveying of public assets continues and uploaded into District360. On 11/8/22 a night audit will be conducted
- Collaborating with DPW to replace lights in the 100 blocks of Carondelet, Bourbon, Royal, all of Canal Street and other streets
- Crown Park landscape plan is in the works
- In response to Commissioner Barrasso question re sidewalk program – follow-up letters were sent to property to encourage them to participate in the grant program. No takers. CEO Barbour informed the board that a multidepartment inspection blitz in the 100/200 block in the FQ was held recently

Old Business – N/A

New Business - N/A

Executive Session – Motion by Vice-Chair Major. Seconded by Secretary Bradshaw. Motion carried. Roll called. Motion to come out of Executive Session by Vice-Chair Major. No decisions were made during Executive Session. Second by Commissioner Barrasso. Motion carried.

Chair Curtis:

- Thanked CEO Barbour for his year at the DDD. CEO Barbour's enthusiasm is appreciated. His hard work, dedication and his can-do spirit which came at a time when the board was in transition, challenging time in the city, in the middle of a pandemic...wanted to express the boards appreciation to CEO Barbour. Chair asked for a motion to accept the recommendations of executive committee for the compensation/evaluation of the CEO

Motion by Commissioner Barrasso to accept recommendation for compensation of 5% increase, 10% bonus for CEO Barbour. Second by Commissioner Bradshaw and Vice Chair Major. Motion passed.

Chair Curtis and the Board will have further discussion on an evaluation plan, to fine tune goals/objectives for the CEO. Plan is to meet around the first of the year.

Commissioners Barrasso:

- All members felt CEO Barbour jumped into a tumultuous situation and did an incredible job navigating through these demanding situations, trying to reach out to folks around the city. CM Barrasso, personally heard from people commending the CEO. They are excited about CEO Barbour being here. CEO Barbour is helping the DDD move forward. CEO Barbour is going in the right direction. CEO Barbour's outreach, personality, his devotion is much appreciated

Vice Chair Major:

- Complimented CEO on his tenacity, especially in building a relationship with city hall, which is a crucial part of DDD connection. CM Major appreciated the CEO's tenacity, passion to just continue driving at it. The relationship between DDD/City really matters. Board has an appreciation for it.

Commissioner Spears:

- Echoed the same sentiments as the rest of the board, the appreciation for CEO Barbour. CM Spears said that the decision was made after a review by the board of the CEO's list of accomplishments, some very subjective and objective accomplishments, and the hard work that CEO Barbour has done this past year. The board did the job of balancing out their appreciation for CEO Barbour, but they were also being fiscally responsible and making sure the CEO is competitive with his peers in the industry

Commissioner Bradshaw:

- Pleased that as a board we are as clearly as possible saying to you that we want to support you, we are glad you are here, and we think you are doing a wonderful job

Commissioner Moses:

- Thank you for being here, for all you are doing, and for making downtown a better place and working towards its improvement, it is noticeable, and it is really appreciated

Commissioner Ross:

- Admired the fact that CEO Barbour on their walks has picked up trash. Little things are as important than some of these larger things. CM. Ross expressed his appreciation for CEO Barbour

CEO Barbour expressed his gratitude and thanks to the board for their support. He shared that for him the work is personal. CEO Barbour said that DDD will continue to build relationships and partnerships. He feels that strengthening downtown relationships with other neighborhoods is equally important as it is a symbiotic relationship. The board has his commitment to excellence

Chair Curtis would like to plan a board retreat for mid to early January to discuss further the report from Thomas Consulting Group issued in February 2021

Adjournment:

Chair Curtis motion to adjourn. Motion by Vice-Chair Major. Second by Commissioner.... Bradshaw. Motion carried