

Downtown Development District Board of Commissioners Meeting  
Ronald E. Gardner Board Room  
Tuesday, October 3, 2023– 3:00 PM  
**In Person**

Roll taken, Quorum present – Meeting called to order at 3.00 p.m.

**Members Present:** Gregory Curtis, Leann Moses, Kristi Taglauer, Chris Ross, Carla Major, Damon Burns, Edwin Murray, Alex Glaser

**Members Absent:** Coleman Adler, William Bradshaw

**Staff/Counsel Present:** President & CEO Davon Barbour, Bianka Brown, Stuart Taylor, Christopher Kane, Legal Counsel (Adams & Reese)

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

**Call for Public Input Cards:** N/A

**Public Comments:**

**Action Items:**

**I. Treasurer's Report**

- a. Approval of August 2023 Financial Reports – **Action Item\***
- b. Resolution to Set 2024 Millage – **Action Item\***
- c. Resolution to Approve 2024 Operating Budget & Workplan – **Action Item\***

**II. Chair's Report**

- a. Approval of CEA for City of New Orleans – Infrastructure Improvement Fund Amendment No. 2 - **Action Item\***
- b. Approval of Resolution Recognizing Judy Barrasso for Distinguished Service to the DDD - **Action Item\***

**III. President's Report**

- a. Economic Development
- b. Marketing & Communications
- c. Operations
  - i. Public Safety
  - ii. Public Space Maintenance
- d. Public Affairs & Policy

**Approval of Meeting Minutes from September 12, 2023, Board Meeting – Action Item\***

Motion to approve by Treasurer Chris Ross. Seconded by Vice-Chair Carla Major. Motion carried.

**Presentation by Tulane University President Michael Fitts – Tulane Downtown Campus:**

President Michael Fitts gave a presentation on Tulane's Downtown Vision. He believes that both Tulane and DDD have identical goals. He spoke on Resilient Economies, Major Cities and Investment. He talked about the University of Pittsburgh Medical Center, and Carnegie Mellon University, their impact on the City of Pittsburgh by creating an innovation district, and by promoting job growth. He expects Tulane's Biomedical District to have a similar impact on New Orleans, contributing to a more resilient economy for the City of New Orleans that will provide opportunities for all. Tulane has five schools downtown therefore more employees and students downtown. Tulane is transforming into a major research university. Tulane is committed to the re-development of Charity and the future of New Orleans. He also noted that Tulane is New Orleans' largest private employer, contributing \$3.14 billion to Louisiana's economy each year, at least 40% of graduating Tulane students in New Orleans for the first three years. Tulane is partnering with LCMC, LSU Health, Downtown Development District, BioDistrict New Orleans and the New Orleans BioInnovation Center. Tulane Medical Center will be re-developed into a multi-purpose center to include research, innovation, education, clinical care, community space, retail space and an emergency department. Included in his presentation was Tulane's timeline.

**Public Hearing – 2024 Operating Budget & Workplan:**

President & CEO Barbour gave a presentation of the DDD Work Plan and Budget . DDD millage will maintain the current millage of 17.1%. President & CEO Barbour reviewed DDD's core services:

- enhanced cleaning
- 24 hr. private security
- public realm maintenance
- homeless outreach
- economic development
- marketing & communications
- public policy advocacy

He reviewed local market conditions that influenced the 2024 Workplan and Budget. He discussed the following:

- the demographics
- labour market
- office market
- tourism
- residential market

President & CEO explained that the 2024 DDD Workplan and Budget was built on three pillars:

- Curating a physically attractive and stimulating public realm
- A safe and welcoming environment
- An infrastructure that builds confidence in the resiliency in our community

The President & CEO mentioned that the budget and work plan is available for public viewing on the DDD website. Finally President & CEO Barbour reviewed DDD's accomplishments and goals. He reiterated that the DDD will continue to strengthen collaboration with key City Departments, State Agencies and the Private Sector. He is enormously proud of the contributions of the entire DDD staff.

**Public Hearing – 2024 Operating Budget & Workplan**

Below is a summary of the 2024 Operating Budget & Workplan as presented by the Chief Financial Officer Bianca Brown:

As indicated on the chart below, staff proposed total revenues of \$12,744,236 million and expenses of \$12,744,236 for calendar year 2024.

Departments	2022 Adopted Budget	Millage Ratio	2023 Adopted Budget	2024 Proposed Budget	Mills Assessed	
Public Space Operations	Revenues	\$ 4,643,647 x	Budget	17.12	Budget	6.59
	Operating Revenues	\$12,065,409				
Public Safety	DDD Internal Sources	168,000	170,899	152,255		
	City Sources ( Ad Valorem T	8,383,935	\$ 3,509,980 x	10,780,279	12,216,989	
Economic Development	Non-Operating Revenue	\$12,065,409		17.12		4.98
	Interest on Bond Proceeds	2,600	74,992	74,992		
Communications	Capital Sources	\$ 857,209 x				
	Bond Proceeds	2,500,000	152,000	17.12	300,000	1.22
Administration	General Fund Cash Proceed	311,878	1,250,000	-		
	Total Revenue	11,366,412	\$12,065,409 x	12,428,170	12,744,236	
Debt Service Payment (P&I)	2022	\$12,065,409	2023	17.12	2024	1.11
	Adopted Budget		Adopted Budget		Proposed Budget	
Public Space Operations	Expenses	\$ 1,295,533 x		17.12		1.84
	Less: Other Income, Interest Income, Cash	\$12,065,409				
Public Safety	Operating Expense					
	Reserve Proceeds, etc					
Economic Development & P	Public Space Operations	3,039,446	4,123,052	4,643,647		
	Public Safety	2,995,184	3,157,443	3,509,980		
Debt Service Payment (P&I)	Economic Development & P	569,506	\$ 973,755 x	837,710	857,209	
	Marketing & Communication	574,978	\$12,065,409	786,506	785,284	1.38
Administration	Administration	1,060,898	1,437,213	1,674,360		
		8,240,012	10,341,924	11,470,481		
Non-Operating Expense	Non-Operating Expense	2,650,000	1,260,800	100,000		
	Interest Expense	56,400	103,446	93,755		
Capital Uses	Capital Uses	420,000	722,000	1,080,000		
	Total Expense	11,366,412	12,428,170	12,744,236		

## Revenues:

- Staff are proposing total revenues of **\$12,744,236**, a difference of **\$316,066** from the

prior year.

- **Operating Revenues**, which are comprised of DDD internal sources and City Sources, total \$12,369,244.
- **DDD Internal Sources**, which is mainly comprised of revenue from DDD events, Interest Earned on bank accounts and revenue from the Banner Program.
- Staff are proposing revenue of **\$12,216,989** from **DDD City & State Sources** **which** is mainly comprised of AD Valorem Taxes, Less Collection Fees & Assessor Fees (4%), along with Interest on current Investments.
- **Preliminary Downtown Development District Assessments** Net 2024 Tax Rolls totaled **\$962,225,490**. Of which \$28,747,520 is assessed New Construction value. With a proposed **Millage of 17.12** this represents an estimated tax collections of **\$15,023,650** for 2024. This is equivalent to **\$877,549** per mill.
- **Non-Operating Revenue** of \$74,992 which consists of Interest on Bond Proceeds for funds held at the Board of Liquidation along with \$300,000 from Bond Proceeds to cover Capital Uses.

#### Expenses:

- Staff are proposing total operating expenses of \$11,470,481 which is a difference of \$1,128,557.
- **Public Space Operations** proposed budget is \$4,643,647. Which includes \$385,156 for **Personnel Cost**, \$664,091 in **Landscape Maintenance**, \$254,480 in **Street Furnishings & Beautification**, \$90,000 in **Infrastructure**, \$3,199,920 in **Cleaning and Maintenance** and \$50,000 **Miscellaneous**.
- **Public Safety** proposed budget is \$3,509,980. Which includes \$1,336,488 in **Personnel Cost**, \$30,200 in **Public Safety Rangers**, \$1,741,592 in **Enhanced Public Safety Services** and \$143,700 in **Other**, along with \$258,000 in **Homelessness Services**.
- **Economic Development and Planning** total budget is \$857,209, of which \$328,209 is for **Personnel Cost** and \$529,000 is for **Development and Planning**.
- **Marketing and Communications** total budget is \$785,283.87. In which \$328,209 is for **Personnel Cost** and \$508,200 is for all other **Marketing and Communication** efforts.
- **Administration** total budget is \$1,674,359, of which \$886,454 is for **Personnel Cost**, \$17,042 for **Supplies and Materials**, \$3,660 for **Equipment, Property and Maintenance**, \$203,750 for **Office Space** and \$563,452 for **Operations**.
- **Non-Operating Expense** which consists of \$100,000 for District Wide Capital Improvements.
- **Interest Expense** which totals \$93,755, comes directly from the amortization schedule provided by the Board of Liquidation.
- **Capital Uses** totaling \$1,080,000, includes Debt Service Principal of \$880,000 and Capital Purchases of \$200,000 to Upgrade and improve the Technology Infrastructure and Software.

Public Hearing closed.

**Note:**

Concern was raised regarding nonprofit organizations' exemption from paying ad valorem taxes. It was also pointed out how much Tulane University is invested in the future of the DDD.

Approval of August 2023 Financial Reports – **Action Item\***

**Revenue:**

YTD actual totaled \$10,048,772; YTD budget totaled \$7,286,844, that reflects a positive variance of \$2,761,928. The revenue variance is mainly attributed to the collections rate which is currently at about 93% of the current adopted budget.

**Expenses:**

- **Operating Expenses** YTD actual totaled \$5,027,229. YTD budget totaled \$6,851,794, which reflects a positive variance of \$1,036,692.
- **Public Space Operation**, which is mainly comprised of **Landscape Maintenance, Street Furnishings & Beautification**, along with **Cleaning and Maintenance** had a total YTD actual of \$1,844,963 with a YTD budget of \$2,707,868, which reflects a positive variance 56% of the total budget expended.
- **Public Safety**, which is comprised of our **Rangers, Police Detail Services, Private Security Services and Homelessness Services** had a YTD actual of \$1,623,469, compared to the year date budget of \$2,104,962, which reflects a positive variance and 50% of the total budget expended.
- **Economic Development and Planning**, which mainly consist of our **District Wide Development, Workforce Development, Business Retention & Recruitment and Façade Incentives** had a YTD actual of \$349,367, and a YTD budget of \$558,473, which reflects a positive variance and about 43% of the total budget expended.
- **Marketing and Communications**, which consist of our **DDD Events, Communications and Public Affairs** had a YTD actual of \$366,958 with a YTD budget of \$524,337, which reflects a positive variance and 54% of the total budget expended.
- **Administration**, which is mainly comprised of expenses related to ongoing operations, had a YTD Actual of \$842,472 and a YTD budget of \$956,154 which reflects a positive variance and 64% of the total budget expended.

### **Balance Sheet Analysis:**

Current Assets which are mainly comprised of all cash and investments totaled \$13,881,927 and Other Assets which is mainly comprised of Accounts Receivable and Fixed Assets totaled \$601,831.58 with a combined balance of \$14,197,943.

Motion to approve August 2023 Financials by the Finance Committee. Seconded by Commissioner Taglauer. Motion carried.

### **Resolution to Set 2024 Millage for 2024 – Action Item\***

Resolution read by President & CEO Barbour. Roll call. Board of Commissioners adopted the resolution.

### **Resolution to Approve 2024 Operating Budget & Workplan – Action Item\***

Resolution read by President & CEO Barbour. Roll call. Board of Commissioners adopted the resolution.

### **Chair's Report :**

Approval of CEA for City of New Orleans – Infrastructure Improvement Fund Amendment No. 2 - **Action Item\***

DDD staff recommended extending the duration of the CEA to November 25, 2025, due to the expiration of the CEA in November 2023.

Motion to approve by Commissioner Moses. Seconded by Secretary Taglauer. Motion carried.

Approval of Resolution Recognizing Judy Barrasso for Distinguished Service to the DDD - **Action Item\***

Resolution read by President & CEO Barbour. Roll call. Board of Commissioners adopted the resolution.

### **President's Report:**

- Reducing Homelessness:
  - Low Barrier Shelter
    - \$1M for construction
    - \$500K annual operating support (5 years)
  - Daily Homeless Outreach
    - Public Safety Rangers
    - Travelers Aid Society
  - Sponsor of World Homeless Day Event (Oct. 6)
  - Housing Inventory Analysis for Encampment Strategy
- Encouraged members of the Board to attend National Night Out at Legacy Park on Tuesday, October 17<sup>th</sup> as part of DDD's recognition for the Officers of the 8<sup>th</sup> District
- DDD continues to work with Code Enforcement. A detailed listing of active/resolved cases was shared.
- President & CEO Barbour urged members to attend ICSC event on retail revitalization on October 26, 2023. DDD is a sponsor. Michael Hecht will be the moderator

- ICSC/OAC DDD will be hosting the event February 28 – March 1, 2024. Mayor Cantrell will provide opening remarks
- GPLEX – DDD shared with the attendees from the Philadelphia leadership its continuing efforts to highlight DDD best practices in the community. President & CEO Barbour gave a tour of the city with some of the attendees. Commissioner Burns served on the panel
- Invitations were extended to the Board Members for the Downtown NOLA Awards being held on Wednesday, October 18<sup>th</sup> at Audubon Aquarium. Judy Barrasso will be honoured with a Distinguished Service Award and staff members
- President & CEO Barbour served as MC with AIA on Friday, September 29<sup>th</sup>
- President & CEO Barbour is serving as moderator for CM Leslie Harris District B townhall on Tuesday, October 3<sup>rd</sup>

Detailed information from Communications, Operations, Governmental Affairs was provided in the packet sent out to the Board Members

DDD partnered with NOPD for signs to be placed in parking garages to help reduce car break-ins

**Old Business: Approval of Landscape Maintenance Contractor for RFP 2023-50-03 – Action Item\***

There was general discussion regarding the tabled RFP 2023-50-03 for Landscape Maintenance Contractor. In response to prior Board discussion regarding funding availability, the President & CEO informed the Board that sufficient funding is in hand to pay for the contemplated service. It was also noted that this information had been reported to the Finance Committee at its September 27, 2023, meeting.

Procurement procedures and options were vetted with Legal Counsel. It was conveyed that under DDD Board adopted procurement regulations, DDD Board of Commissioners is not required to act upon the recommendation of the President & CEO. Moreover, the Board of Commissioners may take no action and operate under an existing contract.

It was inquired if the President & CEO may present an item to the Board without a Board request to present said item for discussion. Legal Counsel explained that the rules and regulations for this board provide an alternate method. President & CEO can make an augmented recommendation at any point in time. It remains with this Board to evaluate accepting or rejecting it. President & CEO Barbour reiterated that staff stands by its initial recommendation.

Commissioner Glaser makes a motion to un-table and moved to vote on the RFP. Seconded by Commissioner Moses. Objection made by Commissioner Murray to un-table. Roll call to un-table and act on the item.

- |                           |    |
|---------------------------|----|
| 1. Chair Curtis           | no |
| 2. Vice-Chair Carla Major | no |
| 3. Treasure Chris Ross    | no |

4. Secretary Taglauer	no
5. Commissioner Adler	absent
6. Commissioner Bradshaw	absent
7. Commissioner Damon Burns	no
8. Commissioner Edwin Murray	no
9. Commissioner Leann Moses	yes
10. Commissioner Alex Glaser	yes

Motion failed to keep the item on the table.

**New Business: N/A**

**Executive Session: N/A**

Chair Curtis, Commissioner Alex Glaser and Secretary Kristi Taglauer will meet with Chair Curtis to discuss the annual performance review for staff.

**Adjournment:** Motion to adjourn by Secretary Taglauer, seconded by Vice-Chair Major. Motion carried