

Downtown Development District Board of Commissioners Meeting
Ronald E. Gardner Board Room
Tuesday, February 3, 2025– 3:00 PM
In Person
201 St. Charles Avenue, Suite 3912

Meeting called to order at 3:00 p.m. Roll taken, Quorum present.

Members' Present: Chair Chris Ross, Vice-Chair Alex Glaser, Secretary Ryan King, Treasurer William Bradshaw, Commissioner Frank Zumbo, Commissioner Gregory Curtis, Commissioner Edwin Murray, Commissioner David Piscola

Members Absent: Commissioner Kenny Rubenstein, Commissioner Miles Tully, Commissioner Scott Polakoff

Staff/Counsel Present: Michael McKnight, CFO, Christopher Kane, Counsel, Adams & Reese

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:

Approval of Meeting Minutes from December 2, 2025, Board Meeting – **Action Item***

Approval of November 2025 Financial Report – **Action Item***

Approval of December 2025 Financial Report – **Action Item***

Approval of Meeting Minutes November 4, 2025, Board Meeting - Action Item*

Motion to approve December 2, 2025, meeting minutes by Treasurer Bradshaw. Second by Vice-Chair Glaser. Motion carried.

November 2025 Financial Report

November revenues totaled \$9.8 mil. Slightly below \$10 mil. Budget, while expenses were \$8.3 mil. against \$9.3 mil resulting in a net operating income of \$952, 591. The balance sheet showed current assets of \$11 mil and combined assets of \$13.3 mil.

Motion to adopt the 2025 November Financial Report by Finance Committee. Second by Commissioner Curtis. Motion carried.

December 2025 Financial Report

Revenues \$10 mil, expenses \$9.2 mil; net income \$717,559. Outstanding payments for Henry Consulting and other invoices \$500K remain to be cleared in the final close. The committee agreed to defer approval of the December 2025 Financials until final figures are presented in March.

Note: In accordance with the provisions of the Louisiana Open Meetings Law (La. R.S. 42:11 et seq.) the Board of Commissioners of the DDD may go into Executive Session to discuss legal or personnel matters.

Resolution 26-01 Sidewalk Tree maintenance: The Board agreed to enter into a tree services contract with Twin Shores Landscaping and Construction. They are a DBE prime vendor. The budget is \$250K for 2026. \$100K is allocated to Canal St. for palm tree care. This CEA is a unit-cost model which enables scaling work up or down depending on weather events or other conditions. The Resolution was read, the Resolution was adopted. Motion to adopt by Commissioner Bradshaw and second by Commissioner King. The resolution was adopted unanimously.

Resolution 26-01 SS4A Grant Agreement: for a transportation safety study with community engagement. Motion to adopt by Commissioner Zumbo and second by Commissioner Bradshaw. The resolution was adopted unanimously.

Presidents Report:

Seth Knudsen, DDD's President and CEO, provided a comprehensive report covering clean team performance, marketing initiatives, and economic development efforts, including the hiring of a new marketing manager and plans for a new logo design.

Next steps:

- DDD Staff: Close the escrow account, move funds (including \$1.4 million for the reserve), and determine if any arbitrage amounts from interest earned at LAMP must be remitted to Treasury, in coordination with Board of Liquidation.
- DDD Staff: Meet with Public Works within 60-90 days to discuss use of existing capital bond proceeds for additional sidewalk and lighting repairs and develop a project list for 2026 investments.
- DDD Staff: Conduct a deeper dive into the tax rolls to study trends in property tax assessments, including analysis of exempt properties (residential, commercial, homestead, constitutional), and present findings at a future Finance Committee meeting.
- Seth Knudson: Conduct individual interviews with each Commissioner as part of the strategic planning process, scheduling as appropriate with each Commissioner.
- DDD Staff: Convene a board working group (less than a quorum, including executive committee and select members) for the strategic planning process.
- DDD Staff: Schedule and hold a full board half-day retreat in March for strategic planning, including securing a consultant to facilitate discussion.
- DDD Staff: Develop and present the first component of the strategic plan (goals and priorities) to the working group for feedback, followed by the implementation component, with the goal of informing the 2027 budget by August/September.
- DDD Staff: Continue to monitor and respond to potentially fraudulent check activity in coordination with Hancock Whitney and evaluate if account information needs to be changed.
- DDD Staff: Over the next 60 days, conduct and complete social media features and plaque presentations for Legacy Award retail businesses, as scheduled.
- DDD Staff: Release the 2025 annual report digitally and in hard copy, distribute to select elected/appointed officials, and issue a press release.
- DDD Staff: Proceed with the process to select and engage a third-party marketing/branding consultant for potential new logo and brand identity and keep board apprised.
- DDD Staff: Release RFP for third-party marketing firm to assist with strategy once new Marketing and Communications Manager is fully onboard (expected first quarter).

- DDD Staff: Continue coordination with Sanitation department regarding unauthorized city trash carts and household trash in public bins, including investigation of household trash dumping and responsiveness to reported issues.
- DDD Staff: Publicize completion of Canal Street brickwork/sidewalk repairs broadly (including to stakeholders and media) upon substantial completion this spring, as directed by Commissioner feedback.
- Allied Universal (private security contractor): Continue to monitor DBE subcontractor L&R Security's performance and staffing; notify DDD if substitution of DBE subcontractor is required.

Chair's Report: Spoke about DC Mardi Gras and Economic Development Luncheon

Old Business: N/A

New Business: Chris Kane, Legal Counsel proposed amending the agenda to add a resolution to the agenda. The resolution involving the Cooperative Endeavor Agreement with the City of New Orleans concerning the escrow agreement with Downtown Development District and the ability for the President/CEO to sign any and all related documents. A motion by Commissioner Glaser and Second by Commissioner Bradshaw to add the resolution to the agenda. A unanimous vote was approved. A roll call vote was taken on the approval of the resolution and was unanimous.

Resolution 26-03 Authority re DDD Infrastructure Escrow Fund Release:

Resolution authorizing the President & CEO to execute any and all documents necessary to terminate the Cooperative Endeavor Agreement with the City of New Orleans, escrow agreement and cause the release of all funds in the DDD infrastructure escrow fund pursuant to terms and conditions of the underlying agreements. The Resolution was read, a roll call vote was taken, the Resolution was adopted.

Executive Session: N/A

Adjournment: Commissioner Piscola made the motion to adjourn. Treasurer Bradshaw second the motion. Motion approved