NEW ORLEANS RECREATION DEVELOPMENT COMMISSION

PUBLIC RELATIONS AND COMMUNITY RELATIONS COMMITTEE

TUESDAY, MARCH 29, 2016 5:00 P.M.

OFFICE OF HOMELAND SECURITY, 8TH FLOOR CONFERENCE ROOM

I. CALL TO ORDER: ***Commissioner Lee called the meeting to order at 5:05 p.m.***

II. ROLL CALL

- Present**:** Sonny Lee – Chair, Kelly Brown, Byron C. Williams ***QUORUM AFFIRMED.***
- Absent**:** Louis Lauricella
- Also Present**:** Michelle Thomson, Mary-jo Webster, Karla Rivera, Victor Richard, Annie LaRock, Erin Burns and Deborah Langhoff

III. APPROVAL OF MINUTES: ***Commissioner Brown moved and Commissioner Williams seconded the approval of the minutes of the meeting on February 29, 2016 and they were unanimously approved.***

IV. OLD BUSINESS:

- **Public Relations Report (media and marketing communications)**
  - Michele Thomson gave the Marketing Report, which is included as an addendum to the minutes. Additional comments included the report that the NORDC vehicles fleet is being outfitted with logo and seasonal messages.

V. NEW BUSINESS:

- **Considerations to institute program of Public Service Announcements (print, television, radio, and social)**
  - There is an approved script and plan, and it's hoped to have a rough cut for the next meeting, in collaboration with NOATV.
  - The Committee Chair reported he has had some discussions to secure support for the PSA's. Michelle described the recurring year-round events as the Pillars of Programming, and she noted that there are some budgets associated with the various programs. Marketing requirements and expenditures vary widely.
    - To efficiently create a plan, she requests having fiduciary parameters for guidance. She will build a one-page summary as a marketing proposal that is both used as event support, but would include some overarching NORDC message and brand penetration.
    - Michelle agreed to email a proposal within two weeks to the Committee members, to include an executive summary of the PSA campaign, the script, the calendar view, the NORDC signage design proposal, and other marketing initiatives.

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- The Chair is having discussions with some of the General Managers in television and radio, and conversations will progress as details firm up.
    - Mary-jo Webster noted that the monetary value should be reflected as in-kind donations in the expenditure report that is created monthly for the Human Resources and Finance Committee.

- **Prompt response to after-hours community calls**
    - Karla Rivera reported after some research that most calls received after-hours were not work-related.
    - Answering-service costs would run around $150 per month for standard services.
    - Currently 3-1-1 routes NORDC-related calls to NORDC during business hours. The Marketing Director will visit the 3-1-1 Center to update training on navigation within the NORDC website for 3-1-1 staff.
    - As a follow-up to November's website re-design, discussions are now underway on a more prominent display of a preferred contact telephone number, without jeopardizing the integrity of the new web design.

- **Park signage**
    - Commissioner Williams moved to recommend approval of the design of signage and installation at 40 sites to the full Commission. It was seconded by Kelly Brown, with discussion:
        - Commissioner Brown cautioned about following the Master Plan on the size of the signage. She also stated that instituting this design de facto puts any new logos or new name "to bed." There is no clarity on the costs to NORDC of a professional rebranding, which would require the replacement of business cards, uniform t-shirts, stationery, etc.
        - The Facilities and Maintenance Director will produce new proposals for installations of taller signage than was presented to the Committee.
        - It should be determined what approvals are needed for standard signage from the CPC for dimensions and height limits.
        - It was again clarified that the current staff recommendation is to keep the logo as is and to strive to continue to improve services as part of the rebranding initiative.
        - Annie LaRock offered an option to go back to NORD, as a traditional New Orleans name. The Chair reinforced his preference for the NORDC acronym and the staff recommendation, noting that the Commission is not tied to the Committee recommendation.
        - Request was made to Inquire with the City Attorney on using the acronym NORD instead of NORDC.

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- Annie LaRock voiced her personal preference for big signage and the Judge agreed.

- Commissioner Lee called for the vote to retain the recommendation of staff, as shown, with legal CPC regulations, to submit to the full Commission.

VI. CONSIDERATION OF ANY OTHER MATTERS:

VII. PUBLIC COMMENT: DL shared a historic note from the time during City Council discussions about creating a NORD Commission and Foundation, bettering recreational opportunities for everyone, and the 11th hour impasse that occurred between the two at-Large members about the name of the new organization. One councilmember fervently worked for a new image, a fresh start, and a new name for the new commission. The other councilmember reverently clutched onto the historic name. A compromise was reached with the name New Orleans Recreation Development Commission, (the NORD Commission, or NORDC). It incorporated some of both perspectives, a nod to history and a new beginning.

VIII. ADJOURNMENT: Commissioner Lee announced that the next meeting will be held at 5 p.m. on May 10th, and he adjourned the meeting at 6:33 pm.

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