



COMMISSION MEETING MINUTES

Tuesday, July 2, 2019 @5pm
City Hall Council Chambers, 1300 Perdido St.

I. CALL TO ORDER: Chairman Egana called the meeting to order at 5:02pm. Chairman Egana officially called the meeting to order at 5:26pm once a quorum was achieved.

II. ROLL CALL

- Present: Brian P. Egana (*Chair*), Dana Peterson (*Vice-Chair*), Theo C. Sanders III (*Treasurer*), Raquel “Rocky” Dufauchard, and Gilbert Montaña. Mayor Cantrell and Kim Abramson (*Secretary*). *Arrived After Roll Call*
- Absent: Randy Greenup, Louis Lauricella, Councilmember Nguyen, Frances Fayard, and Ethan Ashley **QUORUM WAS ACHIEVED**
- Staff: Larry Barabino Jr., Tomekia Dunkley-Edmond, Jahanna Cannon-Brightman, Edgar Alexis, Ashley Jones, and Brittany Hicks.
- Also Present: Rebecca Conwell & Ernest Price (*NORD Foundation*) and Vincent Smith (*Capital Projects*)

III. GREETINGS FROM THE CHAIR:

- Chairman Egana welcomed everyone to the July 2nd Commission meeting.

IV. ADOPTION OF MINUTES: ***Chairman Egana moved for the adoption of the June 4, 2019 minutes, which was motioned by Commissioner Peterson and seconded by Commissioner Sanders. The minutes were unanimously approved.***

V. PROGRAMMATIC SHOWCASE:

- LaCala Rice (Encore Academy) and Lauryn Renfro (N.O. Science and Math) provided their experience with the Chevron Teen Council.

Commissioner Dufauchard shared her childhood experience, stating that she grew up with a lisp and that she was afraid of speaking, which led her parents to put her through speech and debate. Stated that she is very proud on the path that the young ladies are on, and told them to continue it. Stated that one day they will stand before either the



commission or another crowd where they will speak to those people without skipping a beat, and told them to continue on that path of greatness.

VI. COMMITTEE REPORTS

- **Programming Committee Report** – Commissioner Dufauchard provided the committee report on behalf of Commissioner Ashley, which is included as an addendum in its entirety.

Commissioner Egana stated that Commissioner Greenup was not present in the meeting due to work travel, but commended his commitment for representing playgrounds in his district and his work with the New Orleans Pelicans. Stated that he spoke with Commissioner Greenup that morning and stated that the Pelicans has had their share of transition with top leadership along with NORDC, the administration, and the foundation. He also shared that Commissioner Greenup stated that the Pelicans is looking forward to furthering their partnership with NORDC with their new leadership as well, engaging the players in the community. Thanked Commissioner Greenup in his absence and stated that he is looking forward to having those immediate conversations upon his return.

- **Foundation Report** – Rebecca Conwell provided a NORD Foundation Fundraising report. Conwell stated that Ernest Price, who is Vice-Chair of the NORD Foundation board will be joining her during parts of her presentation. Stated that she felt it was important to talk about fundraising and the history since the inception of the foundation with the public/private partnership. Spoke about understanding where some of the funding sources come from over the years, and understand where the foundation is going in order to put it in perspective. Stated that the Blue Represents unrestricted NORD Foundation funding, where someone gives to the public/private partnership, and it sits with the foundation. The Yellow represented Grant Revenue that the foundation receives when they have a restricted gift to NORDC, they like to collect 10% for the cost of administering the grant. The Yellow is also restricted monies that go to NORD. The Grey represents designated money that the foundation has given to NORDC over the years that's in excess of expenses with the foundation every year. She also stated that there was a conversation with the input of the CEO about where the money should go. Conwell also noted the energy that existed when NORDF launched in 2011, which between 2012-2013, that there is a million dollar grant from chevron, a million dollar grant from another donor, as well as a half a million from blue cross foundation and none were intended to be annual contributions. It was meant to load everything up in



the beginning to get everything started. She also noted that the different sources of money has changed over the years. In 2014, 2015, and 2016 there was substantial support from first NBC, not only in annual giving, in-kind donations, that really lifted in support of the foundation. In 2015 Chevron giving was higher and that a lot of businesses gave more with the intent of lessening their payments as time went on. 2015, 2016, 2017 were very large payments; \$200,000 one year, \$35,000 the next year from the friends of NORD. 2016, which it shows 1.5 million dollars was raised, \$450,000 was a very generous one time gift from Entergy, with the understanding that it would not be reoccurring at that level and was money that was carried over for several years that was recently exhausted. In that same year was the million dollar award for the Kellogg Grant, which gave \$350,000 each year. Stated that as far back as 2016 and 2015 that NORDF started to establish a pattern of giving that's around 700 for NORD. Transition into 2017-2018, NORDF applied for another grant to continue the work that Kellogg did with FIT Nola and that the award was not granted. Also, stated that as of 5/31 NORDF raised \$245,000 for NORDC. Stated that it is important is to think through what's outstanding that NORDF expects to get by the end of the year. Stated that they have the chevron relationship and that they have no reason to believe that it will not renew, which will be \$4,000. The NYX event; an effort to help supplement the all-inclusive playgrounds, which is the same day of the Race of Champions. There is a university interested in creating an annual fundraising relationship with NORD, many of those relationships should increase like the boycott bowl. \$30,000 in outstanding grants coming up. Small ESPN grant applied for. Project fundraising to end up \$120,000 by the end of the year if nothing else comes to fruition. Music event upcoming to raise money for football.

- **Ernest Price** stated that the foundation as a board has come to the understanding that they've had giving from a few select donors and that you cannot "go to that well" on a reoccurring basis. Stated that the foundations goal is to diversify the donor base and that they are being strategic about establishing roles with other potential donors from a fundraising perspective.
 - Commissioner Peterson inquired if the graph shows fundraising and expenses and how money is distributed.
 - Rebecca Conwell stated the graph indicates what money has been raised. Stated that she wanted to break it down to focus on the capacity of the foundation and the public private partnership to raise money, and how it looks. She also stated that it is a dual budget and that the foundation has a goal to meet their expenses, fulfill their fiduciary responsibility and



represent NORD in the form of marketing and fundraising, but that they also recognize and honor the budget goals for NORDC.

- Commissioner Peterson inquired about what the Yellow and Blue is showing on the graph.
- Commissioner Montaña inquired about the \$120,000 projected for the year. Inquired if the blue is the operating costs for the NORD Foundation. He also inquired what the annual operating costs for the foundation are, and how many employees the foundation has.

VII. OLD BUSINESS

- **There wasn't any old business.**

VIII. NEW BUSINESS

- **There wasn't any new business.**

IX. CHIEF EXECUTIVE OFFICER'S REPORT: **Chief Executive Officer, Larry Barabino Jr.** provided an overview for the month of June 2019 of NORD's recent and upcoming events, programming, financial expenditures, and highlights. The Commission Dashboard-Deck can be reviewed at www.nordc.org.

- **Chief Financial Officer, Tomekia Dunkley-Edmond** provided the financial facts at a glance- financial report, which is included as an addendum in its entirety. Edmond stated that in the month of June. Year to Date NORDC has expended \$7,363,894 with 96% being in General Fund at \$7,125,074 with 4% being in NORDF as of May 31st. \$238,820 with a balance of \$8,824,926 with 84 % being in General Fund at \$7,456,767 with 11% being in NORDF at \$1,013,892.
 - Commissioner Sanders inquired about the number of employees that were hired and wanted to know if it includes summer employees part-time. He also inquired about an update on the summer programs, the progress of the students, and the attendance of it.
 - Commissioner Egana inquired if the summer employees are considered transient employees.
- **Chief Programming Officer, Jahanna Cannon-Brightman** went over NORDC's June's highlights and pass events in detail.
 - Commissioner Egana asked Jahanna to provide a summer camp update.



- Jahanna Cannon-Brightman stated that there are a total of 36 youth camps across the City of New Orleans. With 3,602 that's currently enrolled, which is 111% enrollment. With teen camps there is a total of 13 camps, enrolled 1,137, which is a 102% enrollment of over enrollment as well. Stated that they collect attendance by 10am daily for each camp so that they can understand the amount of students in camp each day. Week 1 average daily attendance for youth camps, was 2,318, for teen career camps 826 for a total of 3,144 for the average daily attendance. The Average Daily attendance For Week 2 was 3,561 and for week 3 is 2,266. Stated that some students are attending enrichment programs and things that may require them to miss camp. Stated that there was a lot of positive feedback for the youth and teen camps and that issues have been minimal and that over enrolling provided more students opportunities. She also stated that there was an issue with the payroll system, where several teens did not receive their first check and that they've been in close communication with all partners involved including payroll as well as with Job1 to rectify the problem. Stated that all teens will be paid on Monday, and that the information has been sent over to the City's payroll, and that parents have been contacted. She also stated that there were several partners that did not receive checks, which has to do with partners submitting late documentation to us, in addition to change over a new system.

- **Aquatics Update** Included as an addendum
 - **Chief Operating Officer, Edgar Alexis** stated that the swim suit initiative is going exceptionally well. Stated that all of the pools are currently open and working with the exception of Taylor Pool, which has been closed due to vandalism; of glass being thrown in the pool and that the pool should be online by next week. That they are in the process of establishing a NORD swim team, that there will be tryouts in the form of a swim meet at each natatorium.

 - Mayor Cantrell Thanked NORDC for bringing back swim teams to the City of New Orleans. She also suggested that the office of neighborhood engagement be engaged and do direct outreach as it relates to vandalism of pools.



- Commissioner Abramson Thanked Jahanna for all of her hard work with the Summer Camps and stated that the Goretti playground was a benefit of the legislative charity fund that partners with the pelicans.
 - Mayor Cantrell stated that she wanted to publicly acknowledge and thank the first gentlemen Jason Cantrell for partnering with NORDC to host the First Annual Father's Day Festival and thanked the leadership team for making it all happen and come together, which she described as a really great event. Stated that some of the fathers were unaware that NORDC offers canoeing at Joe. W Brown. Stated that anytime that the city can bring people to its assets, that it is a win.
- X. CAPITAL PROJECTS REPORT: **Director of Capital Projects, Vincent Smith** offered his monthly report, which reflects the current status of NORD's capital project portfolio which currently has 24 projects at a budgeted value of \$57.3 million. NORD's project portfolio represents 32% of the projects in Capital Projects' overall portfolio, with 8 of the 24 projects completed, to date. The Capital Projects Report can be reviewed at www.nordc.org. Stated that there is an increase in projects from the last reporting period of 1. That a couple of projects has been added like the Joe Bart walking trail, which is under construction and the Behrman pool renovation. He also stated that the west bank natatorium project was pulled.
- Larry Barabino Jr. stated that there was a lighting issue for the past few days over at the parasite's skate park and thanked the partners at DPW because they sent someone out to work on it and ensured that they will be able to get those lights back up. Also, stated that he wanted to thank state representative Royce Duplessis for ensuring that the funds became available for the elevator at Treme Center.
 - Mayor Cantrell thanked and acknowledged the entire local delegation here in New Orleans who worked hard with the administration to deliver for the City of New Orleans on capital outlay. Stated that it has been a "long time coming" that they've been on the same page in delivering over 47 million. Stated that it was a team and a delegation on the front end, and stated that it was working together and being on the same page. Understanding how capital outlay dollars really do work when you align with the values and goals of the administration. Once the dollars are available then those dollars can be moved into action. Stated that no longer - "gone are the days" to when they deliver state capital outlay and it just sits there and we lose it because we are not in line with the administration. Stated that she believes



that this is a new day and that it's a way that we've been able to work together. Thanked the state senators and state representatives that delivered for the City.

XI. CONSIDERATION OF ANY OTHER MATTERS

- Commissioner Egana thanked the governmental partners for submission of their reports timely. Also stated that the new NORDC administration has been with NORDC for about 5 in a half months and stated that summer has been challenging. Stated that as chair, he works with the team and administration on the partnerships and that they've been working around the clock to make sure the people that are being served is doing a good job. Stated that NORDC has a great team in place that understands that challenge that they are facing and are here to answer the call. He also stated that he couldn't thank them enough for stepping up to deliver the call when it was called. He also followed up about Martin Luther King School being off one day out of the week and if we as a city knows what that looks like from a resource stand point.
- Mayor Cantrell stated that it should be looked at as an opportunity for wrap around services for children and families year round across the board. That the Office of Youth and Families is engaged in those conversations and that she is open to working with NORDC, NOPL, and the Non Profit organizations as well.

XII. PUBLIC COMMENT

- Renard Thomas: Stated that he wanted to thank and congratulate everybody for the future Chevron leaders. Stated that there was a young lady who completed the program and went to Howard University, graduated and came home this weekend. Stated that without that program, where she toured Howard, that's when she received her scholarship. Inquired about the NORDC Foundation's restricted dollars and wanted to know how much is being used for NORDC. Inquired about the Lafitte Greenway where the new shelter is being put in and if there is there is a cooking kitchen or if there is just a warming kitchen? Inquired about the amount of money raised this year by the Foundation. Also if Nike at the table with the foundation or NORDC with grants and opportunities and stated that Nike appears on items, and very little is seen from Nike.
- Rebecca Conwell stated that the foundation has raised \$245,340 this year to be exact. She also stated that Nike is at the table, but that they may provide a small community service grant which is \$7, 500 and serves as a seed funding but NORDC has been successful with it for many years, and that it funded SWAG and the peewee league this



year and that she will be working with NORDC to see what they would like to use it for this time around.

XIII. ADJOURNMENT: *The meeting was adjourned by Chairman Egana at 6:13p.*



Programming Committee Report for the NORD Commission Meeting on July 2, 2019.

Ethan Ashley (Chair) and Raquel Dufauchard (Vice-Chair)

The Committee last met on June 18, 2019 in the Milne Recreation Center. **A quorum was achieved.**

We were joined by Commissioner Ashley, Commissioner Greenup, and Myself. We were also joined by Commissioner Egana and Emily Wolff, with the Office of Youth and Families. Presentations on Multi-Programs, Facilities, Rec Centers, Athletics, Aquatics, Marketing, and Community Relations were made by the NORD Directors, which will be included as addendums in its entirety within the June 18th meeting minutes. At this meeting we discussed CEA Partnerships, Progress of the Conjunction Map of the Council and School districts. Received a presentation from Crime Stoppers and an update on Summer Programming. Lastly, we discussed the partnership between NORDC and OPSB as well Goals/Vision for the programming meeting, which staff will follow-up on at the next committee meeting.

The Next Programming meeting is scheduled to take place on Wednesday, August 21, 2019, specifics on locations and times will be sent out soon.

Thank you – that concludes the programming committee report.