

NEW ORLEANS RECREATION DEVELOPMENT COMMISSION
PUBLIC RELATIONS AND COMMUNITY RELATIONS COMMITTEE
WEDNESDAY, FEBRUARY 24, 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 5:02 p.m.*

II. **ROLL CALL**

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

III. **APPROVAL OF MINUTES:** *Commissioner Lee reported that the approval of the minutes of the Programming and Public Relations Committee meeting that was held on January 4th, 2016 will be referred to the Programming and Facilities Committee for approval.*

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. She included the Mission and Vision statements as well as the Tagline that have been approved for use.
 - She shared marketing activity on press releases, website visits, flyers, and a spring season multi-tactical marketing campaign.
 - NORDC is developing a PSA Campaign and a Welcome Wagon program for all facilities.
 - Park signage proposals were shared with the Commissioners.
- Mary-jo Webster elaborated on the numerous requests for signage at NORDC parks. Both creative and budgetary considerations have occurred with staff involvement in both areas of decisions. We seek approval from this Committee to take the next step which is the fiscal implementation. Funding is not identified, but NORDC staff installations could keep cost from \$225 to \$275 per sign. Priorities have not yet been set, and discussions outlined some possibilities.
- Louis Lauricella discussed the rebranding of NORD and asked why that did not move forward. Mary-jo Webster reported on some conversations from 2015. He asked for the signage decision to be deferred until the rebranding is reconsidered by the full Commission.
- The Chair requested the report from Devaney Communications.

- Louis Lauricella asked where social media is included in the report, and Michelle advised it is included under the “Digital” campaigns. She added that we will have a daily presence on the social media outlets, with a goal to increase “followers.” We have 4,000 followers on Facebook and she discussed how engaging content increases social presence. Michelle reported that NORDC is instituting “Facebook – Live” where we could publish live action NORDC activities.

V. NEW BUSINESS:

- **Considerations to institute program of Public Service Announcements (print, television, radio, and social)**
 - The Chair’s goal is to strategically monetize the brand of NORDC, with a scheduled plan for marketing in all outlets. He gave as an example that SPCA enjoys regular monthly appearances in the media.
 - Kelly Brown asked about Commission participation in the Crescent City Classic and asked if that can be mentioned in the Commission meeting on Tuesday if we plan on having a team. Promotion expenses were discussed.
 - Annie LaRock asked if there’re costs involved. Michelle did not have a definitive answer but she is looking to other avenues as well as NOATV for ideas.
 - Sonny Lee clarified that the PSA campaign hasn’t been defined yet. His goal is to obtain pro bono production and involvement with the GMs in the City, and NORDC shouldn’t have to spend a lot of money to produce it. It could be budget-neutral.
 - Annie LaRock noted that NORDF has money to market FitNOLA programs and the Foundation continues to seek funding, as they have in the past, from GNOF and others.
 - The GiveNOLA campaign was discussed for expansion this year.
- In discussion Community Relations, what is the proper avenue to discuss an issue at a park? The CEO and COO both responded.
 - To use a facility, ask Community members to go to the website to Gerry Rincon in order inquire about any facility.
 - Challenges and complaints with coaches can be sent by telephone or emails, with the first step to submit the concern in writing.
 - Staff reported that all contact information is on the website. NORDC executive staff is responsive 24/7 for emergency matters.
 - Staff also clarified the difference between “response” time and “resolution” time. Response time is immediate, or at maximum, a day or two, but resolution of the problem may take much longer for many reasons, including the length of time that procurement takes.

- The result of the discussion was a request from the Chair for a telephone number to be prominently posted on the website, with 24 hour answering service to document the concern or complaint prompting the call.
- The CEO summarized the re-branding issue was limited by the political will to change the name at the time, and the Chair stated that the Committee will make a recommendation to the full Commission.

VI. CONSIDERATION OF ANY OTHER MATTERS:

VII. PUBLIC COMMENT:

- Lillie Pride Brown is concerned that the sign for A. L. Davis Park has not been replaced since the storm because it is a landmark. There seems no particular urgency in acknowledging the people of the City who have contributed so magnanimously. The marketing decision should not be belabored or delay the replacement of the recognition of A. L. Davis in the form of the playground signage. Though it may sound democratic to replace all of the signs at once, some particular playgrounds have more urgency. I appeal to you to replace this sign.
 - The Chair asked for consideration of this request at the next meeting.

VIII. ADJOURNMENT: Louis Lauricella moved to adjourn which was seconded by Kelly Brown and Sonny Lee adjourned the meeting at 6:01 pm.