



# PROGRAMMING MEETING MINUTES

Monday, November 26, 2018 @3pm  
City Hall, 8<sup>th</sup> Floor Conference Room

- I. CALL TO ORDER: Chairman Ashley called the meeting to order at 3:15p.
- II. ROLL CALL
  - Present: Ethan Ashley (*Chair*), Louis Lauricella (*Vice-Chair*), Randy Greenup and, Avis Brock.
  - Also Present: Brian Egana (*Ex-Officio*) and Rebecca Conwell (*NORD Foundation*)
  - Absent: **QUORUM WAS ACHIEVED**
  - Staff: Perry Brown, LaDonya Williams, Shawn Wyatt, Michelle Thomson, Ashlei Morrison, and Brittany Hicks.
- III. GREETINGS FROM THE CHAIR: Chairman Ashley welcomed everyone to the meeting.
- IV. ADOPTION OF THE MINUTES: **Chairman Ashley moved to approve the September 18, 2018 minutes subject to amendments. The motion was made by Commissioner Lauricella and Seconded by Commissioner Greenup. The Minutes were approved subject to amendments.**
- V. OLD BUSINESS
  - **Programmatic Quality, Data, and Objectives Update** Special Programs, Athletics, Marketing, Public Outreach and Engagement, and Rec Center reports included as an addendum.
    - Commissioner Ashley briefly spoke about dates and timeframes and what the objectives are in terms of quality programming.
  - **Special programs Update** included as an addendum
    - LaDonya Williams briefly spoke about summer application extensions, Programmatic Partners. Youth Summer Camps. As well as the amount



of applications currently totally in 69 applications. Upcoming events like the teen masquerade ball, and youth holiday celebrations.

- Commissioner Egana asked about summer programmatic applications and wanted to know how it was advertised. He also expressed the importance of informing the correct audience and gave instances of commissioners not being notified of important events.
  - Commissioner Egana also asked about the panel participation from Commissioners. He also mentioned that the Fall and Spring programmatic partners, did not come before the Commission and wanted to know the difference between the Fall and Spring partners. He also encouraged the utilization of Commissioners, which may ensure completion of tasks and the importance of CEA's and retaining a universal compliance for every partnership.
  - Commissioner Ashley inquired about the goals set to move young people from one place to another with the ACT.
  - Commissioner Lauricella inquired about the age groups that qualify for the ACT Program and suggested that programming use the ACT program as an incentive to get involved with Teen Council.
- **Marketing Update** included as an addendum.

Michelle Thomson briefly spoke Upcoming events, apps, social media increases, retargeting, and how to promote those events from a marketing stand point in the near future. Creating a "Dress You" app for those participating in the Mardi Gras ball so that participants can virtually try on dresses and tuxedos prior to the ball. Involving Teen Council with the logo design of the Ball and creating a takeover for NORD's social media. Thomson also spoke about the Senior Soiree and how the marketing team is planning to market to that



demographic. She also spoke about plans to market to those with Special Needs.

- Commissioner Ashley inquired about tracking the effectiveness of marketing. Suggested that the Marketing team provide surveys at events, which should ask participants how they were informed about the event.
- Commissioner Egana wanted to know what the 2019 Marketing Budget is and if the goals and plans are feasible with that budget. He also spoke about the importance of seeking interns for NORD.
  - *( Michelle Thomson mentioned that she has a 2019 Marketing Plan)*
- Commissioner Egana also wanted to know if NORD is independent enough to send their own press releases. Updating the NORD website and Including the Commissions Photographs. He also wanted to know how outreach interacts with Athletics and the importance of capturing footage at events.
- **Athletics Update** included as an addendum

Perry Brown briefly spoke about athletics, championship games, and upcoming seasons and events. He also spoke about the Rules Committee of Athletics.
- Commissioner Egana talked about the importance of informing commissioners and the public of scheduled games. He also asked about the hearing of the volunteer coach and if it is public or not. He also wanted to know if a NORD Commissioner could serve on a rules committee, the purpose of the committee, and the process of selecting the committee.
- **Rec Centers Update** included as an addendum



Shawn Wyatt briefly spoke about events like Night out against crime, Milne Classic, and the Halloween Spooktacular. Next year projections and Annual Events.

- **Community Relations Update** included as an addendum.

Ashlei Morrison briefly spoke about upcoming events, neighborhood engagement, and outreach events. Press Releases and e-mail blasts, which are sent to promote events at NORD. Morrison also mentioned that there is a weekly meeting scheduled with the City's Communication team to ensure that everyone is on the same page. She also mentioned that the CEO search planning is being rolled out and ways creative ways to introduce the new director to the NORD Staff.

- **Facilities/Operations Update** provided by Facilities and Maintenance Director.

Jim Austin briefly spoke about repairs, preparation of the football fields for the next Football Season, Urgent hot topics and Project work. He also spoke about the Gernon Brown waterline restoration update. Continuation of LED lighting project and upgrades. Closing out the end of year budget and squeezing in orders for equipment.

- Commissioner Egana also inquired about the lighting issue that received news coverage and wanted to know if the lights have digital timers. He also wanted to know about the DHH updates and requested a report at the next commission meeting.

## VI. OLD BUSINESS

- **Victories and Youth** Commissioner Ashley briefly spoke about Coach Melvin and acknowledged that they are working him and encourages the new leadership to work with him as well.



- Commissioner Egana inquired about Odile Davis Playground wanted to know what direction and what the status is while working with the Coach Melvin in that capacity.
- Commissioner Ashley mentioned that Coach Melvin raised 100,000 for the playground. He also wanted to know what budget is needed to move forward in order to be responsive.

VII. CONSIDERATION OF ANY MATTERS

- Commissioner Egana briefly spoke about the CEO public forum and the remainder of the CEO search process.

- PUBLIC COMMENT

- Renard Thomas expressed his concerns about the Programming Committee and mentioned that he gave the committee questions to include in the minutes, which was not included. He also mentioned the importance of having copies of the director's reports for the public and wanted to stress the importance of including those in the public school system. He also expressed including the list of CEA's on NORD's website.

XIII. ADJOURNMENT: *The meeting was adjourned by Chairman Ashley at 4:51p*



**Special Programs Division | Commission Report  
Programs & Events | October – November 2018**

***Programmatic Partnership Process – Summer 2019***

- 09/25/2018: Applications for Youth Summer Camp, Teen Career Camp, and Service Provider released
- Technical Assistance Workshops: 10/04/2018, 10/10/2018, 10/16/2018, and 10/18/2018
- 10/26/2018: Applications due | Extension: December 3, 2018
- Applications received to date:
  - Youth Summer Camp: 37
  - Teen Career Camp: 14
  - Service Provider: 18
  - Total: 69
- 11/05/2018 - 11/16/2018: Panel Review | Extension: December 14, 2018
- Canceled Panel Meeting: November 28<sup>th</sup> | Panel Meeting New Date: December 19, 2018
- November 30<sup>th</sup>: Applicants Notified of Preliminary Decision | Applicants notified: December 21<sup>st</sup>

***Teen Programs***

**Teen Halloween Dance | Lyons Recreation Center | 10/26/2018 | 7:00 PM – 10:00 PM**

Goal(s):

- Bring teens to a safe environment so they could have fun.
- Inform new teens about teen programs.

Outcome(s):

- Target: 100 Teens | Actual: 131 Teens
- Introduced approximately 30 teens to NORD Teen Programs

Lesson(s) Learned:

- Teens gave positive feedback about the event.
- Need to identify additional strategies to target teens for participation.

**Chevron Future Leaders (CFL) – 42 Participants**

- Welcoming Ceremony | 10/06/2018 | Holiday Inn
- CFL Branding Yourself for College Part I | 10/20/2018
- CFL Branding Yourself for College Part II | 11/03/2018

**Teen Council Meetings – 75 Participants**

- October 13, 2018 | Milne Recreation Center
- November 10, 2018 | Milne Recreation Center

***Youth Programs***

**Family Game Night | Joe W. Brown Recreation Center | 11/16/2018 | 6:00 PM – 7:30 PM**

Goal(s):



- Host Family Game Night as an inclusive family event, where attendees experience carnival style games, music, food, prizes
- Family Game Night is held six (6) times per year.

Outcome(s):

- 50 Attendees

Lesson(s) Learned:

- Need to identify additional strategies to target youth/families for participation.
- Need to solidify sufficient volunteers.

## **Outdoor Programs**

Goal(s):

- Get kids (and adults) comfortable outside.
- Help people gain a deeper appreciation for nature so we can better protect it.
- Foster curiosity for our extremely diverse, highly fragile local ecosystem so we can conserve New Orleans for future generations.

Outcome(s):

- Guided Canoeing: 1244
- Open Canoeing: 1030
- Nature Walks: 927
- Geocaching: 572
- Open Fishing: 518
- Survival Skills: 461
- Camping: 179
- Guided Fishing: 138
- Team Building: 410
- Archery: 69
- Volunteers: 57
- Nature Photo Challenge: 51 photographers and 105 photo submissions
- Certs for Service: 30

Lesson(s) Learned:

- If you get creative, you can discover markets for outdoor activities you didn't know existed.
- Regarding Open Canoeing, we are reaffirming that if you build a consistent, quality program, people will come, even when it's hot.

## **Cultural Programs**

**Cultural Arts Showcase | 11/07/2018 | Rosenwald Recreation Center | 5:00 PM – 8:30 PM**

Goal(s):

- Introduce the community to Cultural Programs at NORD.
- Showcase/highlight internal and programmatic partner programs.

Outcome(s):

- Target: 350 | Actual: 225

Lesson(s) Learned:

- Other events and weather impact attendance.
- Need to identify additional strategies to target youth/families for participation.



### **What's Happening/What's Next:**

- Fall 2018 Piano Recitals | 7:00 PM – 8:30 PM
  - 12/03/2018 | Treme Recreation Center
  - 12/06/2018 | Treme Recreation Center
  - 12/10/2018 | Joe W. Brown Recreation Center
  - 12/12/2018 | Cut-Off Recreation Center
- Planning for Summer 2019
- Dress/Suits/Shoes Donation Drive | 10/15/2018 – 01/15/2019
- Teen Programs Holiday Celebration | 12/15/2018 | Lyons Recreation Center | 7 PM – 9 PM
- Youth Programs Holiday Celebration | 12/22/2018 | Lyons Recreations Center | 5 PM – 8 PM
- Spring Programming | 01/02/2019 – 05/18/2019
- School Year Partnership Application Released in January 2019, Due March 2019
- 2019 Q1 Events
  - 01/2019 – NEW: ACT Prep Program for CFL and Teen Council Participants in partnership with The Princeton Review
  - 02/06/2019 | Senior Soiree | Lucky Johnson Theater | 11 AM – 2 PM
  - 02/15/2019 – Teen Council's Teen Mardi Gras Masquerade Ball
  - Black History Month | Milne Recreation Center
    - 02/19/2019 | 5:00 PM – 8:00 PM
    - 02/20/2019 | 9:00 AM – 12:00 PM
  - 03/06/2019 | Women's History Month | Gernon Brown Recreation Center
  - 03/16/2019 – Open Canoeing and Fishing Starts
  - 03/01/2019 – 04/15/2019 | Nature Photo Contest | 14+
  - 03/22/2019 – Daddy Daughter Spring Fling | Gernon Brown Recreation Center
  - 03/30/2019 – Family Fit Fest | Milne Recreation Center (Youth Fit Fest, Teen Give and Live Bike Ride, and Kite Day)





Here are the accomplishments for Marketing in 2018.

- We reached over 7K (7,461) likes on Facebook – this is a 137% increase over 2017
- We reached over 1,700 (1,724) followers on Instagram – This is a 154% increase over 2017
- We reached over 900 (948) followers on Twitter – This is a 72% increase over 2017.
- We installed permanent playground signs at all active sites (36 sites)
- We produced and aired two PSAs to increase awareness (Teens, Fall)
- Web site:
  - We increased users by 27% over 2017
  - We increased new users by 57% over 2017
  - We increased page views by 1,876% over 2017
- We also increased the attendance at our signature events by 150% year over year.



## **1. Tackle Football**

### **A. Champions**

- 5/6 yr. olds – Harrell
- 7/8 yr. olds – Milne
- 9/10 yr. olds – Willie Hall
- 11/12 yr. olds – Willie Hall
- 13/14 yr. olds – Pontchartrain

### **B. Pontchartrain 13/14**

- Will play against The Quakers 13/14 team from Philadelphia.
  - Date: Saturday Dec. 1<sup>st</sup>
  - Time: 12pm
  - Location: Tulane University Football Stadium

## **2. Basketball Season (Boys & Girls)**

### **A. Registration is open until Dec. 7<sup>th</sup>**

### **B. Rules Committee Meeting**

- Monday Nov. 26<sup>th</sup>
- Time: 6pm
- Location: Milne Conference Room

### **C. USA Basketball Coaches Clinic**

- Date: Wed. Nov. 28<sup>th</sup>
- Time: 6:30 p.m. – 9pm
- Location: Rosenwald Rec. Center

- Date: Sat. Dec. 1<sup>st</sup>
- Time: 9am – 12pm
- Locations: Milne Rec. Center

### **D. Darkness to Light (Prevent Now and Painless Parenting)**

- Date: Monday Dec. 10<sup>th</sup>
- Time: 6:00 p.m.
- Location: Children's Hospital Conference Center

## **3. Cheer**

### **A. Champions**

- Freshman - Joe W. Brown
- Juniors – Lyons Center



**Public Outreach and Communications Report 11/2018**  
**Presented by: Ashlei Morrison, NORD Public Outreach and Communications Director**

**Projects over the past two months include the following:**

- Creating NORD's first annual report covering years 2010-2017
- Creating communications and media plans where needed to support the following marketing campaigns:
  - Movies in the Park – fall 2018 season
  - National Seniors Day
  - Splash Day 2018
  - Halloween Events @ NORD
  - Night Out Against Crime in conjunction with NOPD @ A.L. Davis Park
  - Youth Back to School Expos
  - Ribbon cuttings and ground breakings for 2018
- NORD and YMCA Water Safety Program - writing and distributing press releases, securing and staffing media coverage
- The opening of Gert Town Natatorium – creating a communications plan for the grand opening, planning ribbon-cutting event with Mayor's Office, writing and distributing press releases, securing and staffing media coverage, inviting outside stakeholders
- Manage NORD Employee Engagement Team of 20 employees – plan special events, Employee of the Quarter, Organizational values leadership team
- Manage and plan Community Outreach Opportunities, such as:
  - Walk / Bike / Places Conference Greenway Tour – Mon. Sept. 17 (9-11am)
  - Mayor's Office of Youth and Families Inaugural Festival – Sat. Sept. 29 (1-4pm)
  - Greenway Soiree Fri. Oct. 5 @ The Cellar (6-11pm)
  - Night Out Against Crime Kickoff Events – NOPD (1), NORD (3)
  - Boo Carre Halloween Haunt – Sat. Oct. 20
  - Holy Cross NA Celebration – Oct. 28 (1-5pm) Global Green in Holy Cross, 409 Andry St.
  - Initiation of NORD public meetings to address programmatic offerings
- Manage and archive current online surveys received @ [www.nordc.org](http://www.nordc.org)
- Manage and respond to all [NORDCInfo@nola.gov](mailto:NORDCInfo@nola.gov) emails
- Manage and collaborate with the Mayor's Communications Team on 2018 strategies, tactics and initiatives including NORD

**Actual Results**

- We reach over 7K (7,261) likes on FB, 1,618 followers on IG, and 911 on Twitter.
- [www.nordc.org](http://www.nordc.org) received 66,908 page views from Aug. 1-Sept. 11, 2018.
- Increased public engagement opportunities by 100%.
- Increased opportunities for public feedback by 50%.
- Increased media placement opportunities by more than 25%.



## November Programing Subcommittee

### Fall Events

- Night Out Against Crime – 10.16.2018
  - Purpose – Law enforcement community engagement and relationship building
  - Special thank you to our sponsor Gibbs Construction
  - Members of Law enforcement NOPD/NOFD/Homeland Security/FBI in attendance
    - Behrman – Volleyball game - 103
    - JWB – 416
    - Milne – 397
    - Target – 600 Total
    - Total - 916
- Halloween – 10.31.2018
  - Purpose – Community holiday celebration. NORD provides a safe family friendly environment for the community to enjoy and celebrate Halloween
  - Special thank you to our sponsor Entergy
  - JWB – Haunted Canoe Ride/Trail – 406 participants
  - Lafitte Greenway - Luminary and Haunted trail – 700 participants
    - Special thank you to our partners – Friends of Lafitte Greenway
  - Cutoff Haunted House – 603 Participants
  - Target – 2,000
  - Total Participants– 1,709
- Milne Classic – Special Needs Basketball Clinic – 11.10.2018
  - Purpose - Engage special needs community in social, educational and Athletic endeavor with adult mentors. Social awareness and training for parents and NORD coaches
  - 30 Special Needs Kids
  - Target – 30 Special needs kids
  - 90 Total participants
  - Coaches and players participated from UNO basketball team
  - NORD basketball coaches participated
  - Reynell Lavigne and team led events and workshops
  - Basketball Drills/Work stations
  - Information for Parents (Awareness Workshop)



## Upcoming Events

- Easter Eggstravaganza
  - Purpose – Community holiday celebration. NORD provides a safe family friendly environment to celebrate the Easter holiday. Easter egg hunts, free snowballs and popcorn, carnival environment
  - Behrman – April 13, 2019
  - Lafitte Greenway – April 20, 2019
  - 2017 - Total participants– 843
  - 2018 – Total participants - 1,641
  - 2019 Target – 2,000