



# PROGRAMMING MEETING MINUTES

**Monday, August 19, 2019 @4:30pm**

Milne Recreation Center, 5420 Franklin Ave

- I. CALL TO ORDER: Chairman Ashley called the meeting to order at 4:45pm, and restarted the meeting at 6:21pm once a quorum was achieved.
  
- II. ROLL CALL
  - Present: Ethan Ashley (*Chair*), Frances Fayard, and Randy Greenup. **QUORUM WAS ACHIEVED**
  
  - Absent: Raquel Dufauchard (*Vice-Chair*)
  
  - Staff: Larry Barabino Jr., Jahanna Cannon-Brightman, Tomekia Dunkley-Edmond, Edgar Alexis, Jermaine Hall, Keandra Augustine, LaDonya Williams, Jezell Smith-Jones, Michelle Thomson, Ashlei Morrison, Ajia Mitchell, and Brittany Hicks.
  
  - Also present: Rebecca Conwell (*NORD Foundation*)
  
- III. GREETINGS FROM THE CHAIR: Chairman Ashley welcomed everyone to the meeting.
  
- IV. ADOPTION OF THE MINUTES: **Chairman Ashley moved to approve the June 18, 2019 meeting minutes.** The motion was made by Commissioner Fayard and Seconded by Commissioner Greenup. *The minutes were unanimously approved.*
  
- V. OLD BUSINESS:
  - **CEA Partnership Status and Discussion**

**Keandra Augustine** provided details and updates about programmatic partners, school year partnerships for 2019 and year round partnerships, along with their CEA status. Augustine stated that the CEA's listed as expired will expire in September, but that they are currently working on the renewals, which will be completed by August 26; fully drafted by expiration.



Commissioner Ashley inquired about an update around, crafting of the CEA partnership between NORDC and OPSB.

- **Partnership between OPSB and NORDC**

**Jahanna Cannon-Brightman** stated that many different meetings took place and school CEO's and principals came forth to being conversation around the partnership. Brightman stated that NORDC has begun setting up committees who will draft rule books; that the same process will take place for track and field, baseball, softball, and potentially soccer. That NORDC will now absorb the cost for games held at their facilities through the selling of concessions.

Commissioner Ashley inquired about the projected funds for the selling of concessions.

Commissioner Fayard inquired about if private schools will be participating in the Middle School league.

- **Summer Camp Summary**

**Jahanna Cannon-Brightman** stated that camps were successful considering the time of transition. Stated that there were some challenges. Teen Camps issues with payments, due to its first year having a direct deposit system in place. Stated that all teens became city employees and had to generate employee ids, which was a huge undertaking for the City's payroll system. Doing so.... Several students did not have an employee ID generated in time. This means that they weren't able to be paid, parents and participants were kept abreast of what's going on and that most of the issues were resolved by the next pay period. In addition, other issues where registration was done internally, another challenge, and vendor payments for partners. The City of New Orleans recently changed the system for payments from Byspeed to Brass, which held up summer camp payments through the transition of the system. Stated that the process of remedying the situation is that they have started planning for 2020 and also had a meeting a week after summer camp, where they engaged some of their partners to get their



feedback. With the hopes of getting an idea of what worked and what didn't work. Stated that they will have a focus ground once they obtain all of the data, collect it, and put processes in place to see if they are going in the right direction. Stated that they are in the last phase of payments out to the vendors. Stated that as of today, all of the vendors with the exception of one, has picked up most checks. Stated that the final check is in the process of being distributed and cut through the payroll system. Stated that NORD is awaiting the documents because each of the partners has an exit interview. Partners are aware of what the process looks like are in line with the contract relative to being in compliance with community development.

Commissioner Ashley inquired about the status on payments of the teen camp participants.

- **Programmatic Quality, Data, and Objectives Update** Multi-Programs, Athletics, Facilities, Marketing, Public Outreach and Engagement, and Rec Center reports included as addendums. Directors provided their division short-term and long-term goals within their reports.
- **Multi- Programs Update** included as an addendum.

**LaDonya Williams** provided details about the close out of Summer Programs, Summer Camp challenges, Past and Upcoming Events, Stated that some of the kids opened accounts, but did not put any money in the accounts, which closed before the funds could be deposited. Stated that they had to do a trace, which delayed the process, but that they have the checks received in hand today and parents have been coming to pick the checks up. Stated that the paper checks were lost.

- Commissioner Ashley inquired about what NORD is doing to remedy the experience of the young people and the vendors. Stated that there is anything that NORD can do to remedy or put a personal touch or to reach out to apologize and make



people feel special. Stated that NORD could do a better job to let them know that they will have a better experience, and personal customer service of the young people. He also, inquired about those partners who expressed their struggles of having to front the cost.

- **Athletics Update** included as an addendum

**Jermaine Hall** briefly spoke about athletics along with the baseball and softball championships. The Conclusion of Flag Football. The increase of participation, upcoming athletic events, and challenges. The discussion of the Middle School partnership. Rules and Regulations have been completed, which is a working documents. A committee has been put together to assist with the middle school league. Middle school flag is a potential partnership. Stated that the kids did not have ID's last year to certify check in and eligibility for the games, which will be implemented this year.

Commissioner Greenup inquired about the issues athletics experienced with softball. Inquired about who will police the age requirements of the sports.

Commissioner Fayard inquired about the birthday cut off for athletic sports.

- **Rec Centers Update** included as an addendum

**Ajia Mitchell** briefly spoke about the gaming tournament with Madden 2020. The Adult Volleyball tournament as well as the Youth Volleyball program at Treme. Summer and Maintenance Issues. Transitions within Rec Centers with the district managers. Implementation of center based programming, which will be fueled by the Center managers who will give their ideas on what they would like to see; like Night out Against Crime and Book Clubs, which will all allow for feedback from the Teen Council.



Finalization of the Mystery Shopper. Implementation of NORD Center based programming.

Commissioner Ashley inquired about what the centers role will look like with the start of schools.

- **Aquatics Update** included as an addendum.

**Jezell Smith-Jones** briefly spoke about aquatic programming, pool closures, participation numbers, and the beginning of the NORD swim team practice as well as the qualifying swim meet at Sanchez pool, which had 50 participants. All outdoor pools will close on September 1<sup>st</sup>. Stated that to date NORD received over 1,300 swimsuit donations and that participation totaled with 56,931 participants for the entire summer.

Rebecca Conwell stated that she is excited about the senior swim team, and that it would be an amazing story from a fundraising perspective. Commissioner Greenup inquired about the initial goal for the swimsuit drive.

- **Facilities/Operations Update** included as an addendum.

**Edgar Alexis** provided the Facilities/Operations update in Jim Austin's absence. Alexis briefly spoke about the HML lighting assessment, the partnership with Entergy to promote energy conservation and that NORD Qualifies for the program. Expressed his challenges with utilizing City Parks bucket truck stating that the maintenance team needs to reach over 65 feet and that the loaner bucket truck is limited. Spoke about the prepping of the Football season, upcoming projects, constant Vandalism as well as, the HVAC system going down.

Commissioner Greenup inquired about the use of the city's bucket truck.



Commissioner Ashley inquired about the cost associated with the maintenance goals.

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

**Ashlei Morrison** Briefly spoke about the status on updating the website. Current press releases and media opportunities. Current and external outreach and communication initiatives. Internal outreach and communication initiatives. The NORD and NYX event to promote the community build. Expanding how to market the teen programming and the start of the Chevron Future Leaders registration. The Greenway security plan with homeland security. Working on a quarterly printed newsletter, which will capture what NORD has done for the quarter, which will be an external printed version. Discussion around community feedback.

- Commissioner Ashley inquired about the Movies in the Park series.
- Commissioner Greenup inquired about the NORD annual report. Greenup also inquired about the external newsletter, how it will be distributed, the utilization of the prints, and expressed his concerns about the cost and budget associated with the newsletter.

**Michelle Thomson** Briefly spoke about the status of the Fall Brochure, which had been distributed amongst the city. Social Media and metrics to be implemented. 16 active marketing campaigns in the market place. Stated that Marketing is now in Q3. The NORD App, which is in the testing phase where 14 people are testing the app, and will provide feedback on any errors that they may see. Stated that the marketing campaign for the NORD App is currently being put in place. Stated that the app will provide users with push notifications of things like facility closures or class cancellations.



- Commissioner Greenup inquired about the implementation of golf at NORD.
- Commissioner Ashley stated his gratitude for the Short term and long term goals associated with the reports, and that it made a lot of sense for him as a commissioner.

VI. NEW BUSINESS

VII. CONSIDERATION OF ANY MATTERS

- PUBLIC COMMENT

- Renard Thomas: stated that he would like to see specialized camps next summer. Incorporating senior volunteers at NORD. Inquired about law enforcement for the track season at Behrman and Joe W. Brown to facilitate traffic control. Spoke about the Air condition filters at Joe Brown in the gym and the lack of A/C at Joe Brown in the press box. He also stated that the door handles on the door of the press box is missing.
  - Commissioner Greenup: inquired about security at the large sports games to facilitate the traffic.

XIII. ADJOURNMENT: *The meeting was adjourned by Chairman Ashley at 6:38pm*



Programming Committee | Monday, August 19, 2019

## Multi Programs Division

### Summer Programs 2019 (June – August 2019)

Camp	District	Camps	Capacity	Current Enrollment	% Enrollment
Youth Summer Camps	A	4	290	316	109%
	B	11	1015	1114	109.8%
	C	5	710	793	111.7%
	D	8	570	676	117.5 %
	E	8	635	703	110.7%
<b>Total Youth Summer Camps</b>		<b>36</b>	<b>3220</b>	<b>3602</b>	<b>111.9%</b>
Teen Career Camps	A	2	221	227	102.7%
	B	3	221	229	103.6%
	C	2	221	225	101.8%
	D	3	221	226	102.3%
	E	3	221	230	104.1%
<b>Total Teen Career Camps</b>		<b>13</b>	<b>1105</b>	<b>1137</b>	<b>102.9%</b>

Camp	Average Daily Attendance							
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6*	Week 7	Week 8
Youth Summer Camps	2318	2709	2603	2602	1653	955	1197	766
Teen Career Camps	825	861	824	802	742	586		
<b>Total</b>	<b>3143</b>	<b>3570</b>	<b>3427</b>	<b>3426</b>	<b>2395</b>	<b>1541</b>	<b>1197</b>	<b>766</b>

\*Average daily attendance (ADA) is the average number of participants who participated in summer camp that week

\*Average daily attendance declines towards the end of the summer every year. Please consider that we have 1 – 8 week camps, so as camps close, ADA declines.

\*The significant decline in ADA during week six is due to the storm/flooding during that week. Camps were forced to close.

### Summer Programs 2019 Wrap Up

- Exit Interviews Completed for Youth Summer Camps, Teen Career Camps.



- Exit Interviews for Service Providers in progress. Estimated completion date Monday, August 26, 2019
- Teen Career Camp payroll only has a few issues to reconcile, and we will be done with payroll of August 2019.
- Good feedback during the Summer 2019 Debrief Meeting w/ Summer Camp Partners that will aid in planning for summer 2020.
- Staff started SWOT of Summer 2019

### Previous Events (June - August 2019)

Event	Program Area	Date	Time	Location
Lower 9 Senior Center 240 Attendees	Seniors	06/12/2019	10:00 AM – 12:00 PM	Joe W. Brown
Family Game Night 5 Attendees	Special Needs	06/21/2019	6:00 PM – 7:30 PM	Joe W. Brown
Teen Rec Center Takeover 60 Attendees	Teens	06/21/2019	7:00 PM – 10:00 PM	Sanchez
Krazy Hat & Sock Hop Dance 150 Attendees	Youth	07/05/2019	6:00 PM – 8:00 PM	Treme
Teen Council Meeting Cancelled due to Weather	Teens	07/06/2019	12:00 PM – 3:30 PM	Milne
Family Game Night Cancelled due to Rescheduled Youth Summer Camp Culminating Events	Special Needs	07/19/2019	6:00 PM – 7:30 PM	Rosenwald
Seniors Geaux: Baby Cakes Baseball Game – 92 Attendees	Seniors	08/09/2019	7:00 PM – 10:00 PM	Baby Cakes
Back to School Expo – Stallings St. Claude – 145 Attendees	All	08/10/2019	9:00 AM – 12:00 PM	Stallings St. Claude
Back to School Expo – Behrman 116 Attendees	All	08/10/2019	9:00 AM – 12:00 PM	Behrman
Back to School Expo – Joe W. Brown 130 Attendees	All	08/17/2019	9:00 AM – 12:00 PM	Joe W. Brown
Back to School Expo – Rosenwald 133 Attendees	All	08/17/2019	9:00 AM – 12:00 PM	Rosenwald

### Fall Programs

- **Fall Programs** begin on 09/03/2019. There will be five (5) new programmatic partners:
  - ARC of Greater New Orleans (Cultural)
  - Jazzy Jumpers (Rec Centers)
  - Metro Youth Foundation (Athletics)
  - The Loft (Youth)



- Ohm Well (FitNOLA)

## Upcoming Events (August – September 2019)

Event	Program Area	Date	Time	Location
National Seniors' Day Engagement at all Ages	Seniors	08/21/20 19	10:00 AM – 1:00 PM	Sanchez
Teen Back to School Game Night	Teens	08/23/2019	7:00 PM – 10:00 PM	Milne
Youth Jersey Back to School Dance	Youth	09/06/2019	6:00 PM – 8:00 PM	Milne
Movies in the Park	MitP	09/06/2019	Sunset – Movie End	Various
Hispanic Heritage @ Movies in the Park	Cultural/MitP	09/13/2019	5:00 PM – Movie End	Behrman

## Multi Programs Division Goals 2019

- Improve capacity to serve individuals with special needs.
- Add special needs and inclusive programming.
- Add mentoring/leadership programs for youth.
- Add tutoring/homework help programs and partnerships.
- Add theatre/performing arts programs and partnerships.
- Increase STEM programs and partnerships



## **Athletics Committee Report**

### **Baseball/Softball:**

The baseball season successfully concluded July 17, at Kenilworth Playground. There was an increase in participation in every age group this season.

#### Baseball Champions:

Novice 5 – 6 Division, Milne Raiders

Freshman 7 -8 Division, Milne Raiders

Sophomore 9 – 10 Division, Digby Eagles

Junior 11 -12 Division, Willie Hall Panthers

#### Softball Champions:

Junior 11 – 12 Division, Kenilworth Chiefs

Senior 13 -14 Division, Joe W. Brown Spartans

### **Flag Football:**

The Flag Football Season concluded with the Championships on Saturday, July 27 @ Joe W Brown Victory Stadium. Flag football also saw an increase in the total number of teams when compared to last year.

#### Flag Championship Teams:

Freshman 7 – 8 Division, Lyons Center Lions

Sophomore 9 -10 Division, Cut Off Warriors

Junior 11 -12 Division, Lyons Center Lions



Senior 13 -14 Division, Taylor Lions

**Tackle Football:**

All rosters have been submitted and Division I schedules have been completed and distributed via email. There are 12 new teams registered this year.

Sam Bonart is adding 2 teams (Freshman and novice)

Hardin is coming back on line with 4 teams (novice, freshman, sophomore and junior)

Milne has added 2 teams (novice and sophomore)

Norman has added 2 teams (novice and freshman)

McDonogh has added 2 teams (freshman and junior)

Over 150 Certified Coaches have received ID badges. Only Certified Coaches with ID will be allowed on the sideline during games.

Player photos were also taken for game day certification.

The Division I season opener (Willie Hall Panthers vs. St. Roch Crusaders) is this Thursday, August 22 at 7:00 PM at Joe Brown Victory Stadium.

Division II will begin play September 4.

The Division II Championships will take place November 2 at Harrell Stadium.



The Division I Championships will take place November 9 at Joe Brown Victory Stadium.

#### **2019 Football Playing Sites:**

- Joe W Brown Victory Field
- Behrman Stadium
- Harrell Stadium
- Joe W Brown Track Field
- Goretti Playground
- St Roch
- Milne
- Pontchartrain
- Lafitte Greenway
- Bodenger
- Digby
- Behrman Middle Field

#### **NORD/Middle School Volleyball**

The NORD/Middle School Collaboration currently has 16 teams that have requested to participate. The rules and regulations of the league have been established and the season is set to start next month.

There was a NORD Volleyball Coaches' Meeting at the Milne Rec. Center Tuesday, August 13 at 6:30pm.

There was also a Coaches' Skills Clinic on Saturday, August 17 at 10:00am

**Cheer** Clinic August 19 at 7:00PM at Lyons Center.

#### **NORD/Middle School Partnership (Tackle Football):**

- Team physicals took place Saturday, August 17, at Tulane University
- Season start date September 4th with a Jamboree at Joe Brown Victory Stadium @ 4:30 PM
- NORD Athletic Administration will maintain operational oversight of the league and the Competition Committee

#### **High School Flag (boys and girls)**



Both Victory Field and Victory Track at Joe W Brown have been reserved on Mondays beginning September 2 and ending October 30<sup>th</sup> for high school flag.

### **Short Term Goal**

Our short term goal is to positively alter the negative behavior of coaches, parents and other attendees at NORD Athletic events.

It's our responsibility to provide players and citizens with safe, enjoyable recreational experiences and to promote sportsmanship, social growth, discipline and fun.

The negative and sometimes violent behavior that's displayed at games is a nationwide epidemic.

We are implementing the following action steps to address this issue:

- Clearly display Code of Conduct and Louisiana Statute 14:34.4
- Ensure that all events are fully staffed and well organized
- Assign adequate law enforcement personnel
- Hold those accountable who violate the Code of Conduct
- Continue to provide trainings and character building workshops for staff and volunteers

### **Long Term Goal**

Our long term goal is to create a more efficient and organized method of operation for Athletic program delivery by implementing the following action steps:

- Conduct S.W.O.T. Analysis to identify all relevant factors
- Research the organizational history of NORD Athletics and what worked in the past
- Identify and implement industry best practices
- Include staff in planning and creative stages
- Develop a Standard Operations Procedure (SOP) Manual for Athletics



## Recreation Centers Director Weekly Report

Ajia Mitchell

Aug 12<sup>th</sup>-16<sup>th</sup>

- **Status on Programs:**
  - Lafitte Greenway Programming- Spring Family Fest / Kite day etc
- **Status on Facilities**
  - N/A
- **Centers Visited 8/5-8/9**
  - Lafitte Greenway- Keep Louisiana Beautiful (Susan Russell) - Meeting to discuss volunteer initiative with Entergy and Blue Cross Blue Shield Corporations.
  - Cut-off- Personnel
  - Joe Brown- Personnel
  - St. Bernard – Walk Thru for new Programming
- **Maintenance**
  - **Annunciation-** Pest, light bulb replacement
  - **Atkinson-** Weeding, Clock Tower wood work, Court lines, Sprinkler repair, Tire (Court Roller)
  - **Behrman-**Water Leak, A/C
  - **Cutoff-**lights out in the gym, Ice Machine, Toilet in girls restroom
  - **Gernon-**A/C, Piano removal, Kitchen Door, Wasps, Bike rack replacement
  - **Hunters-**Smoke detector reinstalled , kitchen door, water pressure, pest)
  - **Joe Brown-**A/C, toilet paper dispensers (shelters),Door handles, Boiler Room Leak, Water leak (practice gym)
  - **Joe Brown Tennis-**0
  - **Lafitte Greenway-** removal of fencing
  - **Lyons-**Lights on field , Wall Mats replaced, Men’s Locker room light, Soap dispensers
  - **Milne-**A/C Repair, Carpet Cleaning
  - **Rosenwald-** IT Computer Issues, Office Door, Entry Door
  - **Sanchez-**A/C- Contract
  - **St. Bernard-** 0
  - **Stallings-** A/C still needs a part but is up and running
  - **Treme-** Recess lights in gym, trac lights in lobby, outside lights, Water leaks, A/C)
- **Working & Finished Projects**



- Center Managers Meeting- ( PO Process, ADP, Cleanliness of Facilities, Maintenance, PERFORM)
  - Center Based Programming
  - Teen Center Programming
  - Center Staff Retreat- August 30th
  - Requisitions for RCA positions
- **Completed Trainings/ Upcoming Trainings**
    - PERFORM (August 23)

## **Centers Division**

### **Programming Report**

#### **Short Term Goals**

##### **Goal #1**

Train (Center Managers) to be more effective leaders who have positive impact on the organization as a whole and also grow the division to a more professional level. The standard is being set for them but also bringing them to a point where they set the standard for each one of their facilities.

##### Plan of Action:

- Regular Center manager Meetings
- Center Division Retreat- Customer Service Training
- Rewarding the great efforts by also giving advice for the bad

##### **Goal #2**

Enhance Awareness to where NORD centers are and what they offer. Implementing surveys while also communicating and promoting NORD facilities.



Plan of Action:

- Collective Outreach Group of Center Staff to come together to have plans for different areas and how we can outreach those areas.
- Set up outreach community meetings to get community input on what they would want to see at the facilities in their neighborhoods
- Finalizing Secret Shopper to get an idea of what we are doing wrong or right and how effective the changes can be to the community.

**Goal # 3**

Implementation of more (Center Based Programming) to advance our staff on a more professional level of initiative and programming.

Plan of Action:

- Pushing Program Proposals Submittals
- Reviewing what has worked in the past
- Receiving Community Feedback
- Overview of current program Scheduling

**Long term Goals**

**Goal #1**

Explore partnerships with different organizations, higher educational institutions and business in efforts for improved facilities and programming.

Plan of Action:

- Reach out to local organizations to collaborate on different projects, events and programming. (Examples: Basketball Fundamentals, After School basics, Certifications Programs)

**Goal # 2**

Employee development through emphasis on growth in current roles and roles they can advance to



#### Plan of Action

- This can be established through evaluations and performance measurements
- Understanding not only where they fall short but how administration can make their transition helpful.
- Develop a pipeline for growth through development.



## Aquatics Program Report

8/16/19

### Program Updates

- Taylor pool closed 6/18/19 glass in pool again and Lifeguards have been placed at other pools.
- Swim Team practice began times are 5pm-6pm at area pools we currently have 9 participates.
- WGNO Weather report at 5pm and 6pm was done at Whitney Young Pool on 6/25/19
- Taylor pool reopened on 7/22/19
- Lifeguards did a wonderful job running the Qualifying Swim Meet Pool Managers too!
- **NORD 2019 Swim Team Qualifying Meet @ Sanchez Pool**
- 50 Participants ages 6-16
- Events: 25 and 50 Free style
- 25 and 50 Breast stroke
- Participates received certificates and NORDC swim towels
- First set of Summer pools closed on August 3, 2019
- The remaining 5 outdoor pools will close September 1, 2019
- Berhman and Stallings St. Claude open weekends only



- Lyons, Stallings Gentilly and Whitney Young open everyday
- 4 year round pools are using RecTrac now to track participation
- Movie shoot at Stallings Gentilly pool” Untitled Solider” starring Jennifer Lawrence took place 8/11-12/2019
- Swim suit donation as of 8/16/2019 we have 1,100 and we have given out over300 swim suits.
- Lifeguard Staff Retreat Sept. 3-6, 2019 @ Sanchez Center

### **Aquatics Participation**

6/3-8/11/2019	Totals
<b>Camp Patrons</b>	1,713
<b>Aerobics</b>	2,860
<b>Free Swim</b>	47,674
<b>Swim Lesson</b>	2,375
<b>Lap Swim</b>	2,309
<b>Total</b>	<b>56,931</b>



## **Goals for the Programming Committee (Aquatics)**

### **Short Term goals**

- Increase partnerships with schools
- Swim Team
- Customer Service training
- Continuing Education ex; Water Safety Instructor, Certified USA Swim Coach
- Build a sense of community
- To become more diverse
- Start Lifeguard recruitment earlier

### **Long Term goals**

- Splash pads
- High quality facilities that support intensive use
- Began a Senior swim team
- To have more Zero entry pools for our growing senior population



## **Facilities Report**

### **8.19.19**

#### **FACILITIES / MAINTENANCE:**

#### **Systems**

#### **HML:**

- **Milne Recreation Center**
  - **18 Lights out ( Will address via ESP)**
- **JWB ( Spartan Field )**
  - **19 Lights out**
- **Digby**
  - **15 Lights out**
  - **Having LED conversion assessment completed**
- **Kerry Curley**
  - **feasibility of**
- **Kenilworth**
  - **21 Lights out**
- **Harris Playground**
  - **Will prepare procurement to have HML Lights addressed**
- **Pontchartrain ( Field 1 )**
  - **4 Lights out**
- **Pontchartrain ( Field 2 )**
  - **22 Lights out**
  - **Power restored to Field.**
  - **Will re access out lights.**
- **Eastshore**
  - **18 Lights out**
- **Goretti Playground ( F )**
  - **4 Lights out ( 1 HML Pole down / Procurement )**
  - **Getting a additional quote.**
- **Pradat Playground**
- **Comiskey**
  - **9 Lights out**
- **Stallings Gentilly**
  - **10 Lights out**
- **Annunciation Recreation Center**



- **Carver Playground**
  - **6 Lights out ( 3 HML Poles are down / Procurement )**
- **Lyons Recreation Center ( F )**
  - **24 Lights out**
- **Evans Playground**
  - **12 Lights out**
- **Taylor Playground ( F )**
  - **13 Lights out**
- **Rosenwald Recreation Center ( F )**
  - **12 Lights out**
- **Norwood Thompson ( F )**
  - **13 Lights out**
- **Harrell Playground ( F )**
  - **20 Lights out**
- **Conrad Playground**
  - **6 Lights out**
- **Lemann Playground ( F )**
- **Hardin Park ( F )**
  - **16 Lights out**
- **Odile Davis Playground**
  - **Preparing to Procure contractor(s) for**
- **St. Roch Playground ( F )**
  - **29 Lights out**
- **Perry Roehm Stadium ( F )**
  - **13 Lights out**
- **McCue Playground**
  - **9 Lights out**
- **Bunny Friend Playground**
- **Sam Bonart Playground ( F )**
  - **10 Lights out**
  - **Ready to schedule**
- **Cut-Off Recreation Center**
  - **24 Lights out**
- **A.L. Davis Playground ( F )**
  - **17 Lights out**
- **Norman Playground ( F )**
  - **10 Lights out**
- **McDonough Playground( F )**
- **Behrman Park**
  - **22 Lights out**



- **Behrman Football Stadium**
  - **18 Lights out**
- **Bodenger Playground ( F )**

### **Strategy:**

***HML light jobs will be prioritized with the assistance of Athletics. We will address Football Game Sites first and Football Practice locations secondly. We will also use a combination of the Energy Savings Program, Bucket Truck (Park & Parkways), City Park's Bucket Truck is no longer an option due to its use for City Park Preparing for Christmas in the Oaks. Thirdly, we will fill in some areas with utilizing the JOC program. Some of these jobs will run concurrently to maximize turnaround time.***

### **Capital Projects:**

#### ***Cuccia Byrnes Playground***

- ***Construction of New Clubhouse / Concessions***

#### ***Carver Playground***

- ***Renovation of Clubhouse/ Concession / Fencing***
- ***Scoping Documents submitted for review***

#### ***Joseph Bartholomew***

- ***Construction of a walking path***

#### ***Lafitte Greenway***

- ***Brake tag Station Conversion***

#### ***Norman Playground***

- ***Installation of New Play Equipment (2-5 yrs.)***

#### ***East Shore Playground***

- ***Pre-Construction meeting scheduled ( 8/22/19 )***

### ***JOC JOBS:***

#### ***Treme Recreation Center***

- ***HVAC ( Entire Building )***
- ***Working off of one (1) Chiller***

#### ***Joe W. Brown Park***

- ***HVAC ( Main Gym )***

#### ***Lyons Recreation Center***

- ***HVAC ( Entire Building )***
- ***Completed***



**Sanchez Recreation Center**

- HVAC ( 2<sup>nd</sup> floor )
- Completed

**Stallings**

- HVAC ( Entire Building )
- Completed

**Harrell**

- HVAC ( Clubhouse )
- Completed

**Behrman**

- Power surge blew out some of the Grid.
- Behrman gym was on that grid ( Chillers were damaged )
- Contacted Entergy to get power restored to building
- Behrman is currently at 50% which should get it through the Back to School Expo on 8/10/9
- Still at 50% / Will present some options

**Field Operations:**

- Preparing fields for upcoming football season
  - Will provide schedule on next report

**Special Projects:**

**Harris Playground**

- Relocating Willie Hall Playground ( Athletic Operations )
  - Estimates for Mobile Office ( Rental )
  - Will submit procurement of renting trailer for a few months with the option to add additional months as needed.
- Pelicans Basketball Court
  - Pontchartrain
- Met with Susan Russell ( Executive Director, Keep Louisiana Beautiful )
  - Tour of Lafitte Greenway
  - BlueShield Insurance Group volunteer project
  - Date hasn't been solidified

**Clubhouse / Concessions:**

- Milne - Clubhouse / Concessions Complete
  - Will schedule DHH Inspection



- ***Carver – Pre-Design Phase***
  - *Scoping Documents submitted*
- ***Cuccia Byrnes Playground***
  - *Awarded DHH Certificate ( 8/14/19 )*
- ***Hardin -***
  - *Ordered Ice Machine*
  - *Reworking thresholds ( Prevent water from entering building )*



# Public Outreach & Communications Report – August 2019

## Commission Goals:

Short term-

- Create open house hours at all Rec Center's and active parks where community members can come out and speak with NORD CEO, or other leadership members about engagement, feedback, issues, concerns, accolades
- Increase on-air media coverage to at least six mentions per quarter
- Increase NORD Executive level, and Management staff visibility and participation in/on community panels, boards, committees, and public meetings by three per quarter

Long term-

- Secure monthly on-air segment with local TV network
- Complete and publish Annual Report
- Create complete press kit for NORD – print and online

## Current Press releases and Media Opportunities

- National Seniors Day
- NORD and Nyx Playground Build
- Family Fun Walk
- Middle School Sports Partnership & Schedule
- Chevron Future Leaders Registration
- HOOP LA basketball court dedication
- Greenway and Homeland Security call boxes installation
- MITP Fall 2019 Season

## Current External Outreach & Communications Initiatives

- Weekly e-newsletters
- Monthly e-newsletters
- Quarterly NORD News external newsletter – printed and distributed
- Office Hours – Office of Neighborhood Engagement (ongoing)
- Monitor nordc.org online feedback surveys; nordcinfo email
- Mayors Affordable Housing Tour at NORD sites



- Manage community feedback, and hot topics – ongoing

**Internal Outreach and Communications Initiatives**

- Thanksgiving potluck
- End of the year all staff meeting
- Employee of the Quarter and Values Leadership Team Program



## Marketing Report –Q3 2019

### Status on Fall Brochure

- Fall brochure is completed.
- Direct payment made – Check mailed 7/17/2019
- In-hand Date: July 29, 2019
- Delivery to NORD and Libraries start- July 29, 2019 **DELIVERED**
- **Distribution: NOLA libraries, City Hall, City Council, NORD Rec Centers**

### Activated campaigns for Q3 2019:

1. Open Archery
2. Call for Volunteers
3. Kids Café – social media
4. Swim Suit Donations – through August 30, 2019
5. Family Fun Walk – August 24 (rescheduled from TS Barry)
6. Family Game Night –Sept. 20, Oct. 18, Nov. 15
7. National Seniors Day – August 21
8. Movies in the Park (fall 2019) – Starts Sept. 6
9. Hispanic Heritage Celebration –Sept. 13
10. Fall Archery classes and open archery – Sept. 11
11. Jersey Back to School Kickoff –rescheduled to Sept. 6
12. Back to School Expo – August 17
13. Teen Back to School Game Night – August 23
14. Video Game Tournament – August 24
15. Middle School Tackle Football – Starts Oct.
16. Volunteer Appreciation Event – August 17

### Pending Campaigns - Q1-Q2 2019:

- Seniors Trifold collateral piece –*sent to printer 8/13/2019*
- Fall Movies in the Park – *waiting for procurement*
- Middle School Sports – waiting for instructions for next steps; Flag Football (waiting for Yolanda to send info)
- Adult Volleyball Tournament - Sept. 19 – received 7/18/2019; waiting for Chevron's approval 8/16/2019
- Halloween Spooktacular – rc'd 7/29/2019
- Teens Trifold – waiting for Chevron's approval 8/14/2019



**Additional updates:**

- Marketing survey being developed for Q3
- Weekly schedule of photographing programs and events - activated

**Marketing Goals**

- Increase overall social media followers by 25% (from Jan. – Dec. 2019)
- Increase overall traffic to the web site by 25% (from Jan. – Dec. 2019)
- Increase overall attendance to programming events by 25% (overall for 2019)

**Average Open Rate: 15.9%**

Channel	Measured Activity	7/1/2019	7/8/2019	7/15/2019	7/22/2019	7/29/2019
Email Marketing- Open Rate	Open Rate	15.7	NO EMAILS SENT	NO EMAILS SENT	NO EMAILS SENT	16.4
Email Sent		2				1
Unique Emails Opened		3,738				1,945
YouTube.com	Followers	19	26		29	29
Facebook - Social Media	Likes	8,676	8,701		8,791	8,803
Instagram - Social Media	Followers	2,388	2,461		2,490	2,514
Twitter- Social Media	Followers	1,159	1,193		1,198	1,203
Snapchat- Social Media	Followers	28	27		31	31
Web site	Users	4,370	2,836	2,628	2,934	2,975
Web site	Sessions	6,183	3,918	3,663	3,980	3,906
Web Site	Pageviews	18,417	10,160	9,234	11,817	11,892

Channel	Measured Activity	8/5/2019	8/12/2019
Email Marketing- Open Rate	Open Rate	16.5	15



<b>Email Sent</b>		1	1
<b>Unique Emails Opened</b>		2,002	1,791
<b>YouTube.com</b>	Followers	30	30
<b>Facebook - Social Media</b>	Likes	8,826	8,847
<b>Instagram - Social Media</b>	Followers	2,529	2,561
<b>Twitter- Social Media</b>	Followers	1,207	1,216
<b>Snapchat- Social Media</b>	Followers	33	37
<b>Web site</b>	Users	2,718	3,136
<b>Web site</b>	Sessions	3,720	4,125
<b>Web Site</b>	Pageviews	11,123	11,519



## Digital Marketing Metrics

8/15/2019

Facebook		
	Post Reach	133, 152 (122%)
	Actions	1 (50%)
	Engagement	1,798 (67%)
Instagram		
	Reach	124,382
	Actions	20
	Engagement	93
Twitter (28 day summary)		
	Impressions	36,500 (19%)
	Mentions	52 (16%)
Web site		
	Sessions	4,068
	Mobile	2018 (65%)
	Organic	1,956 (62%)
	Social	126
Google Ads		
	Impressions	666
	Cost per Impression	\$ 0.05
	Click Thru	66
	Cost per Click	\$ 0.51



**Marketing tracking to date**

Event Date	Campaign	Description	Actual Attendance	Expected Attendance	Lift	Tactics	NOTES
6/1/19	ACT Prep - Chevron	Pilot - ACT Prep Program for Junior and Seniors	33	40	1	Targeted Email	
6/21/19	Youth: Family Game Night - Joe W. Brown	Family Game Night	5	100	0	Email Social Media Web Banner	All budget neutral tactics. Email, social media. Summer camps in session.
6/21/19	Teens: Teen Rec Center Takeover	Teens take over rec center with games and activities	60	100	1	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Facebook posts</li> <li>• Twitter posts</li> <li>• Instagram posts</li> <li>• Email Blast</li> <li>• Web banner</li> </ul>	<p><b>FB Boosted Event</b>            72 = Event Responses            6,336 = reach            9,374 = impression            \$1.39 = Per Event Response            \$100.00 = Total Spent</p> <p>Social media was not sent until two days before event. Social media only ran for 2 days.</p> <p><b>FB Boosted Event</b>            Budget: \$50.00            108 = Event Responses            3,486 = reach            10,122 = impression            \$0.46= Per Event Response            \$49.99 = Total Spent</p>
7/27/19	National Dance Day	Annual event celebrating dance	60	250	.24	Flyers Facebook Instagram Twitter Email Blast Web Banner	<p><b>FB Boosted Post</b>            \$125.00 = budget            19,167= reach            44,446 = impressions            \$6.52 = Per 1,000 People Reached            \$124.98 = spent</p> <p><b>IG Sponsored Post</b></p>



\$125.00 = budget  
 22,737 = reach  
 46,494 = impressions  
 \$5.50 = Per 1,000 People Reached  
 \$124.97 = spent

8/1/19	ACT Prep - March to Success	Pilot - ACT Prep Program for Junior and Seniors	17	15	1	Targeted Email
8/9/19	Baseball Senior Baseball Night Out	Seniors Geaux Baseball	92	100	.92	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Facebook posts</li> <li>• Twitter posts</li> <li>• Instagram posts</li> <li>• Email Blast</li> <li>• Web banner</li> </ul>
8/10/19	Back to School Expo - Behrman	Annual event to learn about NORD programming and register for fall classes	116	300	0	<ul style="list-style-type: none"> <li>Digital flyers</li> <li>Facebook</li> <li>Instagram</li> <li>Twitter</li> <li>Email Blast</li> <li>Web Banner</li> </ul>



8/10/19	Back to School Expo - Stallings St. Claude	Annual event to learn about NORD programming and register for fall classes	145	300	0	Digital flyers Facebook Instagram Twitter Email Blast Web Banner
8/10/19	Football Jamboree 2019	Annual event to kick off the Tackle Football season	2,300	1,500	2	Digital flyers Facebook Instagram Twitter Email Blast Web Banner All employee emails
8/17/19	Back to School Expo - Rosenwald	Annual event to learn about NORD programming and register for fall classes	133	300	0	Digital flyers Facebook Instagram Twitter Email Blast Web Banner
8/17/19	Back to School Expo - Joe W. Brown	Annual event to learn about NORD programming and register for fall classes	130	300	0	Digital flyers Facebook Instagram Twitter Email Blast Web Banner

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Total Attendees	3,091
Total Reach	51,726
Total Impressions	110,436