

**MINUTES**  
**FRENCH MARKET CORPORATION**  
**BOARD OF DIRECTORS MEETING**

**Wednesday, May 8, 2024 - 12:00 p.m.**

**Union Passenger Terminal**  
**1001 Loyola Avenue**  
**2nd Floor – Conference Room**  
**New Orleans, LA 70113**

**A. CALL TO ORDER**

The meeting was called to order by the President, Ms. Tusa, at 12:01 p.m.

**B. ROLL CALL**

Members Present: Mr. DeLong, Mr. Doucette, Ms. Frilot, Councilmember Green,  
Mr. Johnson, Ms. McClendon, Councilmember Thomas, and Ms. Tusa

Members Absent: Ms. Burns, Mr. Kennedy, and Councilmember King

Staff Present: Ms. Guidry, Mr. Gurtner, Ms. Watson, Mr. Coots, Mr. Ross, and  
Ms. Robison

**C. REVIEW AND APPROVAL OF MINUTES – January 30<sup>th</sup>, 2024 and April 5<sup>th</sup>, 2024**

Councilmember Thomas moved and Mr. Johnson seconded a motion to approve the minutes of the January 30<sup>th</sup> and April 5<sup>th</sup> 2024 Board meeting. The motion carried unanimously.

**D. REPORTS**

**1. Executive Director’s Report**

Ms. Guidry thanked the Board for how graciously they welcomed her to her new post.

She reported that it has been a busy spring in the French Market District and the District has continued to see strong visitation over the past month. The FMC looks forward to a successful 38<sup>th</sup> Annual Creole Tomato Festival the weekend of June 8<sup>th</sup> and 9<sup>th</sup>. The festival will showcase specialty Blood Mary’s in both the Farmers Market and Dutch Alley. There will also be music on two stages, cooking demos, and a variety of food vendors for all to enjoy. Thanks to the efforts of Shayd and his team, Rouses will be a sponsor this year and we look forward to expanding sponsorship opportunities in the future.

The FMC, along with leaders from across city government and other major stakeholders, have been meeting weekly in preparation for the February 9, 2025 Super Bowl; which is being termed “Super Gras,” since the city will immediately roll into the Mardi Gras season. FMC is excited to showcase the District during this time and will be meeting with the Greater New Orleans Sports Foundation next week to look at possible uses for the property.

N’gai and his team have already begun addressing beautification projects such as resetting pavers on the Moonwalk, repairing doors and balconies at the UPB, and painting benches along the Colonnade. FMC is meeting with Parks and Parkways to discuss a citywide planting palate

which FMC will utilize for our landscaping upgrades.

## TRAVELER'S AID

FMC continues to work with its partners at Homeland Security, Travelers Aid and the City's Office of Homeless Services to address safety issues and rehousing/rehabilitation efforts for individuals within the District. Tracie, FMC's Security Captain is compiling additional staffing schedules for peak events to maintain full coverage.

## CAPITAL PROJECTS

Building E is well underway with interior demo wrapping up in the next few weeks. The next phase will be the exterior demolition. FMC received the signed UPB CEA and the City is working on transferring the **\$8 Million** in funds to FMC in the next week. Also in process, is **the \$42k** reimbursement from the City for the damages to the Mandeville Wharf during Hurricane Ida.

Additionally, FMC is excited to report that **the \$550k in bond** funds for the Market restroom upgrades have been received. Yaetes Mancil is making the final rounds through permitting and we will be bidding the project shortly. Julien Mayer with Purchasing will be assisting FMC to move this project and the UPB upgrades quickly through the system.

On May 1<sup>st</sup>, the FMC bound its 2024-2025 property coverage. Ms. Guidry was happy to report that we were able to reduce the property premium to **\$832,000** from **\$1.3 M** last year and increase our coverage limits from \$10 million to \$20 million. The FMC coordinated its efforts with the City's Risk Assessor, who is comfortable with the coverage amount that was bound.

The Staff is preparing for Hurricane Season. HR has updated all emergency contacts and standby emergency personnel. FMC will participate in regular storm season updates with the City's Office of Emergency Preparedness.

FMC has multiple leases that are expired or are nearing expiration. It is planned to use the Commercial Rent Study as a guiding document as we move through the lease options.

## MARKETING

Thyn Oo has come on board as the new Cultural Curator. Thyn will work hand in hand with Brennan and Shayd as we continue to refine the identity of the District and seek tenants who best fit into that mix. The Board is being asked to approve issuing an RFP for Marketing Services. The selected firm will be a critical piece of the team that is working on the Districtwide branding efforts.

The Louisiana Music & Heritage Experience has submitted a request for sponsorship of Nola's Funk Fest at the Mint. The FMC supported this festival in its inauguration last year. FMC heard from our Market tenants that they benefited greatly from the festival, so it is respectfully requested that the Board allows us to continue supporting it.

Over the next few months we will be discussing Riverfront improvements with Audubon, the future of Crescent Park, and how that may be related to the development of the Elysian Fields

lots. FMC will also be working on updated CEAs for Travelers Aid and possible 24 hour use of the restrooms in our district. We hope to have these items ready for our next board meeting.

## **E. CONSENT AGENDA**

### **Finance Committee (March 12, 2024)**

1. Receive - FMC Unaudited Financial Statements 4<sup>th</sup> Quarter 2023

### **Real Estate Committee (March 12, 2024)**

2. Consideration - Acceptance of FMC Commercial Market Rent Study

### **Marketing Committee (April 24, 2024)**

3. Lay Over - Louisiana Music & Heritage Experience's Nola Funk Fest Sponsorship Request
4. Consideration – Issue Request for Proposals for Marketing Services

Councilmember Thomas moved and Mr. Johnson seconded a motion to approve the Consent Agenda. The motion carried unanimously.

## **F. NEW BUSINESS**

1. Consideration – 2023 Audit Compliance Questionnaire

Ms. Tusa reported that the Board was being asked to consider the attached Louisiana Compliance Questionnaire as a component of the requirements for a financial audit as administered by the Louisiana Legislative Auditor. The questionnaire must be presented to and adopted by the FMC's Board of Directors by means of a formal resolution in an open meeting.

Ms. Tusa moved and Councilmember Thomas seconded a motion to approve the 2023 Audit Compliance Questionnaire. The motion carried unanimously.

2. Ratification - Personnel Action relative to the appointment of Katherine C. Guidry as French Market Corporation's Interim Executive Director

Ms. Tusa reported that at its April 5, 2024 meeting, the Board of Directors voted to appoint Ms. Katherine C. Guidry as Interim Executive Director. When processing the personnel action, the salary for the appointment was not stipulated in the motion. In consultation with Board President Anna Tusa, Staff processed the personnel action at the same rate of pay as the outgoing Executive Director inclusive of longevity.

As a procedural matter, Staff is requesting ratification of the appointment of Katherine C. Guidry as Interim Executive Director at a salary of \$160,377.02, annually.

Councilmember Thomas moved and Mr. Doucette seconded a motion to approve the ratification of the Personnel Action relative to the appointment of Katherine C. Guidry as French Market Corporation's Interim Executive Director. The motion carried unanimously.

3. Consideration - Resolution authorizing Katherine C. Guidry, so long as she occupies her present position as Executive Director, to execute all contracts and agreements on behalf of the French Market Corporation

Councilmember Thomas moved and Mr. Johnson seconded a motion to authorize Katherine C. Guidry, so long as she occupies her present position as Executive Director, to execute all contracts and agreements on behalf of the French Market Corporation. The motion carried unanimously.

4. Consideration - Deposit Account and Services Resolution and Authorization for Business Entities

Ms. Tusa reported that the purpose of this resolution is to formally record the delegation of banking authority to the Board Officers and Executive Director.

Councilmember Thomas moved and Councilmember Green seconded a motion to approve the deposit account and services resolution and authorization for business entities. The motion carried unanimously.

5. Consideration – Appointment of Katherine C. Guidry as registered agent for French Market Corporation

Ms. Tusa reported that the purpose is to formally appoint Katherine C. Guidry as registered agent for the French Market Corporation in her capacity as Executive Director with the Louisiana Secretary of State for service of process.

Councilmember Thomas moved and Councilmember Green seconded a motion to appoint Katherine C. Guidry as registered agent for the French Market Corporation. The motion carried unanimously.

## **G. ADJOURNMENT**

Councilmember Green moved to adjourn the meeting. The meeting adjourned at 12:13 p.m.