

**NOTICE AND AGENDA**  
**FRENCH MARKET CORPORATION**  
**BOARD OF DIRECTORS MEETING**

**Tuesday, November 18, 2025 - 12:00 p.m.**

**National Park Service**

**916 N. Peters Street**

**New Orleans, LA 70116**

**A. CALL TO ORDER**

The meeting was called to order by the President, Ms. Tusa at 12:09 p.m.

**B. ROLL CALL**

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

Members Absent: Ms. Burns, Mr. DeLong, Mr. Doucette, Mr. Kennedy, and  
Councilmembers King and Thomas,

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

**C. REPORTS**

**1. Executive Director's Report**

**Capital Projects**

*UPB*

The FMC will work in sections to complete the entire roof before hurricane season returns. The contractors began the work to lay out the new mechanical system which will be coming online. While the back-of-house feels and sounds like a construction project, the staff believes that the FMC has maintained its commitment to the ground floor retail tenants to keep construction activities out of public view.

*Building E*

Building E has experienced a slight delay due to unforeseen coordination efforts that were required with Entergy. The FMC is now targeting an April 20, 2026 move in for the building. With that, the FMC's leasing consultant is actively working to solicit for spaces that the FMC is occupying in the UPB, in anticipation of its move out.

*Colonnade*

The column repairs discussed at the last Board meeting went out to bid and the FMC is in the process of finalizing the contact with its low bidder, Colmex.

*Marketing*

At the time of the last meeting, the FMC was gearing up to launch a new marketing campaign with a targeted reach by zip code and age. Advertising was intentionally geared toward the Gulf Coast, along Amtrak's new service line and across the Northshore to Baton Rouge. Additionally, the Staff geofenced the airport and French Quarter to reinforce messaging once visitors have already

arrived. The Staff has seen a major uptake in engagement across all platforms since the inception of the campaign.

As such, the Staff did a second shoot last week that will focus on Atlanta and Houston, which will be run on social, desktop, Youtube, and audio in those markets.

In another effort to maximize exposure for its tenants, the FMC is working with New Orleans, & Company as part of their pilot program to offer all FMC tenants a 1-year free membership. This includes visibility on the New Orleans & Company website, networking opportunities, and education forums hosted by local tourism leaders.

As far as programming throughout the District, the Staff made several changes based on vendors and tenants. Some events are truly loved by all, e.g. Boo Carre, but others tend to be more disruptive and take away from business rather than adding to it. Shayd and Meleah have been working diligently to fill the calendar with more intimate experiences versus large-scale festivals.

The FMC is currently hosting daily music, cooking demos, and dance lessons. Instead of St. Nick, which experienced low attendance and competed with the parade, the FMC has spread the holiday activations out over December. This year the FMC will host pop-up caroling, free cocoa and crafts, and Santa pictures throughout the District. The holiday décor has been spruced up and the FMC is waiting for the final touches to be added to the tree before Thanksgiving.

## **Market Planning and Proposed Policy Updates**

The FMC is working with a local firm to study the Farmers Market and recommend updates to seating, vendor carts, and shade structures. The work is being coordinated with the overall Trepwise study and the Staff anticipates having visuals to share by the next meeting.

### *Strategic Market Study*

Vendor surveys have been collected, onsite surveys were completed on October 4<sup>th</sup> and 10<sup>th</sup>, and two public meetings were being held the same day. Trepwise has been working with Bright Moments to reach out to as many citizens, vendors, artisans, neighborhood residents, and regional leaders as possible to get a truly well-rounded perspective. The segment was on WWL-TV this morning and the meeting was being announced in the Market.

Once the gathering portion has been completed, Trepwise will synthesize the information and make redlines to the current policy manual in support of what was heard. It will then be shared with all vendors and later shipped for comments. Those comments will be taken under advisement as the FMC moves into the final draft that will be presented to the Public Markets Committee for further discussion.

In addition to policy changes that meet the ever changing needs of vendors and visitors, updated software to make the Market more user-friendly is being explored. FMC believes that providing a more user-friendly platform for vendors will lower the bar for entry for prospective vendors and enhance operation for current vendors. The sign-in, sign-out policy can be handled using cell phones instead of having to do so at the office. The Staff is working to meet needs based on the challenges it hears.

## **Real Estate**

Two leases are awaiting the Board's approval. The first is Cajun Collectibles, which is a high-quality southern jewelry store that sells brand names such as Pandora.

The second is Fratai, LLC dba Sangwish. The concept has been brought to the FMC by a Top Chef participant, and James Beard nominated chef, Chary Pierre. Chef Charly is a seasoned operator with a current successful restaurant in Treme.

## **Holiday Parade**

Ms. Guidry stated that the item was being introduced on the Consent Agenda to lay over for the use of FMC property at Oscar Dunn Park to broadcast the Christmas parade. In return, the FMC has a float in the parade to ride on in representation of the District. In addition, if approved, the FMC will use more local throws like last year to really enhance its footprint and its district.

The adoption of the 2026 meeting schedule is on the agenda. The FMC holds its meetings in the National Park Service's space, who generously allows FMC's use. The National Park Service (NPS) is just getting back up and running since its shutdown. When the Staff is able to coordinate the schedule with NPS the FMC will come back to add the locations to the meeting schedule.

Also on the agenda was the approval of a one year extension of the FMC's current contract with Richard CPA's, the selected auditor. Their contract runs March to March, so the Staff wanted to have the Board's approval ahead of the start of the audit.

### **D. REVIEW AND APPROVAL OF MINUTES – September 16<sup>th</sup>, 2025**

Councilmember Green moved and Mr. Johnson seconded a motion to accept the minutes of the September 16, 2025 Board of Directors meeting. The motion carried unanimously.

### **E. CONSENT AGENDA**

#### **Real Estate Committee (NOVEMBER 2025)**

1. Consideration – Lease for 912B Decatur to Cajun Collectibles LLC

#### **Marketing Committee (NOVEMBER 2025)**

2. Consideration – Sponsorship Request Children's Hospital New Orleans / Kern Studios  
Holiday 2025 Sponsorship Request

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

### **F. NEW BUSINESS**

1. Consideration - Richard CPAs Renewal

Mr. Gurtner reported that the French Market Corporation currently engages the services of Richard CPAs to perform accounting and audit services. Richard CPAs was selected through French Market Corporation's Professional Services Selection process from their response to RFQ FMC 08-23 issued on August 4, 2023. The contract was executed on March 20, 2024 and

became effective on the date of execution. The term of the contract is for one (1) year with four (4) one (1) year renewal options. The proposed second amendment reaffirms the price proposal submitted by the contractor in response to FMC's RFQ and will extend the contract date to March 19, 2027.

The FMC Staff requested approval of Amendment 2 to the Contract between FMC and Richard CPAs to allow one (1) additional year.

Mr. Johnson moved and Councilmember Green seconded a motion to accept the Staff's recommendation to approve Amendment 2 to the contract between FMC and Richard CPAs to allow one (1) additional year. The motion carried unanimously.

## **2. Consideration – Adoption of 2026 Meeting Schedule**

Ms. Guidry reported that the Staff is currently setting up the dates so that they are on the calendar. At the next meeting, the Staff will add the location.

The proposed schedule is similar to the current year's meeting schedule, which also observes the major holidays and is listed as follows:

January 13

March 10

May 12

July 14

Sept. 15

Dec. 8

The meeting times are at noon.

## **Public Comments**

Dana Tharp (Vendor Committee President) requested that the meeting schedule be updated to include the time.

Ms. Guidry reported that the meeting schedule is listed on the FMC's website year round.

Councilmember Green moved and Ms. Frilot seconded a motion to adopt the 2026 Meeting Schedule. The motion carried unanimously.

## **3. Consideration – Election of Officers**

Ms. Guidry requested that the Board entertain a motion to move the Election of Officers to the next regularly scheduled Board meeting in order to give absent members the opportunity to participate in the elections.

Ms. Frilot moved and Mr. Johnson seconded a motion to move the Election of Officers to the next regularly scheduled Board meeting. The motion carried unanimously.

## **4. Consideration – Lease for Bays 3 and 5b to Fritai, LLC**

Ms. Guidry reported that the item has not gone before the Real Estate Committee. The FMC did the Strategic Leasing Plan and part of why this item was brought to the Board to be approved was so that the FMC had alignment with what it was looking for when bringing the bays to the real estate market. What the Staff is looking for as it fills the spaces are things that are going to

show the culture of New Orleans to highlight French Market District. Anecdotally, the Staff has seen that since opening up merchandising in the front of the Market there has been a major increase in foot traffic, which is exciting. Nevertheless, everyone has felt strongly that there is a food operator on that side. As such, the Staff has fielded different concepts with its leasing agent, Corporate Realty, and this concept came about. The lease is for the use of Bays 3 & 5b, which are behind the rollup gate and the cooler in the back. There is still some opportunity for additional leases that have not been nailed down.

The minimum monthly rent (yr. 1) is \$4,000/month with percentage rent at 8% of sales over a set breakpoint. The Permitted Uses is for a Caribbean sandwich shop to focus primarily on the flavors of Haiti, its surrounding islands, & notes of Italy.

The current Operator Fritai has a Haitian influenced restaurant in Treme. He is a seasoned operator. He has been James Beard nominated and has been on Top Chef. He understands the numbers behind the business, which is something the FMC is looking for in this market.

He went on a trip to Italy and loved the ready-to-go idea. The FMC has found that in the Farmers Market visitors are looking for something high quality with a quick turnover. Some lines are preferred because it causes visitors to browse the vendors, but the lines should not be so long that it frustrates visitors so badly they do not want to return. Fritai checked all the boxes for a tenant.

Bays 1-6 of the Farmer's Market were publicly listed for lease on July 18, 2025. Corporate Realty, acting as the leasing agent for FMC, reviewed dozens of qualified applicants who expressed interest in the property. Each proposal was evaluated against FMC's strategic leasing plan to ensure alignment with the desired vision and tenant mix for the location. Following this process, Fritai LLC d/b/a Sangwish was selected to lease Bays 3 and 5b.

The Staff believes that Fritai's concept is strong. The term is initially 5 years with a single 5 year extension. The FMC has always done a 3% CPI, year over year to account for inflation, a structure which can be complicated and hard for a new tenant to understand. Those are the rent and sales goals. Most of the FMC's long term leases include sales goals.

The FMC Staff requested approval to negotiate and finalize a lease with Fritai LLC d/b/a Sangwish based on the terms presented above.

Councilmember Green moved and Ms. McClendon seconded a motion to accept the Staff's recommendation to approve negotiating and finalizing the lease with Fritai, LLC d/b/a Sangwish based on the terms presented above. The motion carried unanimously.

Ms. Guidry noted that the expected open date will be February 1, 2026, ahead of French Quarter Fest and Jazz Fest.

#### **G. ADJOURNMENT**

Councilmember Green moved and Ms. Frilot seconded a motion to adjourn. The meeting adjourned at 12:26 p.m.