

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

**Tuesday, July 16, 2024 - 12:00 p.m.**

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

**A. CALL TO ORDER**

The meeting was called to order by the President, Ms. Tusa, at 12:10 p.m.

**B. ROLL CALL**

Members Present: Ms. Burns, Mr. DeLong, Councilmember Green, Councilmember King, Ms. McClendon, Councilmember Thomas, and Ms. Tusa

Members Absent: Mr. Doucette, Ms. Frilot, Mr. Johnson, and Mr. Kennedy

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

**C. REVIEW AND APPROVAL OF MINUTES – May 8, 2024**

Mr. DeLong moved and Ms. Burns seconded a motion to accept the minutes of the May 8, 2024 Board of Directors meeting. The motion carried unanimously.

**D. REPORTS**

**1. Executive Director’s Report**

Ms. Guidry reported that one of the FMC’s current top priorities is to get people excited about the French Market District again. The District should be a “must do” for every visitor and resident of New Orleans. The team is working to accomplish this through updating signature programming and implementing new marketing strategies.

Asian Pacific American Festival was in May followed by the signature Creole Tomato Festival in June.

Shayd and Meleah set up “Instagrammable” moments throughout the district, which added a playful and interactive element to the festival. There were special characters from Carl Mack like Mr. and Mrs. Alligator and stilt walkers, who moved from Dutch Alley to the Market throughout the weekend. Visitors were observed engaging with these new activities.

FMC continued to support the *Go 4<sup>th</sup> on the River* fireworks, adding a stage on the Moonwalk with a DJ, the Victory Bells, and Amelia EarHawts. FMC received positive media attention via multiple outlets for this event.

FMC hosted the annual Bastille Day celebration at the Joan of Arc statue. FMC is finalizing plans for our Hispanic Heritage event in September. The sponsorship request from the Louisiana Music & Heritage Experience for the NOLA Funkfest at the U.S. Mint in October is on the Marketing Committee Consent Agenda. This item is laying over from the last meeting. As discussed in May, last year's Funkfest was a great attraction for the district.

FMC is wrapping up the RFP for marketing services. Ad dollars are being shifted to maximize visibility with a greater online presence and digital billboards. FMC has seen increased digital engagement from paid Facebook and Instagram apps. In a continued effort to bring interest to the district, we have been asked to participate in a sister cities mural project along the floodwall behind the Market, from Ursulines Street to Barracks Street. Arts New Orleans will spearhead the selection of murals that will be required to show cultural connections between our history and that of each selected sister city.

The Canadian mural from 2021 adds a richness to the area and we believe that the continuation of these public art projects will benefit the FMC and our District.

The FMC is being asked to maintain its 25% commitment for the year 2024, which is consistent with its participation from 2023 with Travelers Aid. Moving forward, the FMC would like to add additional terms to the agreement if the board chooses to keep supporting these services. FMC wants to ensure that the district continues to benefit from its own contributions. FMC knows that this work is critical. In the past several weeks, there has been a significant uptick in unhoused individuals on the FMC property as a result of encampment closures throughout the city. Further increases are anticipated in the weeks to come since the Governor Nichols and Esplanade wharfs are currently being vacated by TCI.

Audubon will take over the wharfs on August 1<sup>st</sup>. All parties have been coordinating to provide consistent security throughout this transition.

The FMC's CEA with the City to run Crescent Park has been expired for some time. With Audubon taking over the wharfs, we are asking the City about its larger plans for riverfront governance. The Staff hopes to have an update for the Board by its next meeting. In the meantime, we have limited rentals in the park due to uncertainty around access once Audubon's construction activities commence.

## CAPITAL UPDATES

Building E's interior and exterior demolition are complete. Waterproofing is underway and the interior layout will start in the next few weeks. The Flea Market restrooms is out to bid with a strong turnout at the pre-bid meeting last week. The contractor for the 1<sup>st</sup> floor of the UPB modifications at 524 and 518 St. Peters Street has unfortunately been non-responsive. FMC was forced to issue a stop work order and will be rebidding the work once Trapolin Peer Architects can update the plans.

Given the amount of capital projects that we have in the pipeline, FMC is asking for the

Board's approval to issue an RFP for construction management services on an as-needed basis. Since there are multiple leases that are expired or are nearing expiration, FMC is also asking the Board to accept the Consent Agenda item to issue an RFP for commercial leasing consultant. The consultant will utilize the commercial market rent study that the Board approved at its last meeting as a guiding document. The expectation is that the consultant will prepare a strategic leasing plan for the district based on the best practices for historic and culturally significant districts; and they will assist the FMC in leasing vacant spaces in accordance with that plan.

The RFP process for Bays 33 – 37 in the Farmers Market and we had a limited pool of respondents. The Staff is excited about the proposed selection for Bays 35-37, but we did not have any responsive proposals for Bay 33. FMC plans to leverage network of proposed Commercial Leasing consultant.

Safety and security are always the #1 priority. Ms. Guidry and Mr. Gurtner have been working with FMC's security team to organize an all staff training for the FMC. The security training will be held on August 6<sup>th</sup> and led by the Department of Homeland Security and NOPD. All staff to submit questions and examples of what they face on a day-to-day basis, so that protocols can be covered as a team.

## **E. CONSENT AGENDA**

### **Finance Committee (June 25, 2024)**

1. Receive - 2023 Louisiana Legislative Audit & State Agreed Upon Procedures
2. Receive – FMC Unaudited Financial Statements 1<sup>st</sup> Quarter 2024
3. Accept - Capital Improvement 5 Year Budget 2025-2029
4. Accept – Proposed Operating Budget 2025

### **Real Estate Committee (July 3, 2024)**

5. Consideration - Review & Selection of RFP Proposals for Leasing Farmers Market Stalls - 1100 N. Peter Street, NOLA 70116 - Bays 35 & 37
6. Discussion - Farmers Market Stall - 1100 N. Peter Street, NOLA 70116 - Bay 33
7. Consideration - Request for Proposals for Commercial Leasing Consultant

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

8. Acceptance - Louisiana Music & Heritage Experience's Nola Funk Fest Sponsorship Request

Ms. Burns moved and Councilmember King seconded a motion to accept the Consent Agenda. The motion carried unanimously.

## **F. NEW BUSINESS**

1. Consideration – Authorizing The Executive Director To Enter Into a Cooperative Endeavor Agreement (“CEA”) With The City Of New Orleans (“CNO”), and Arts New

Orleans (“Arts”) To Support the Installation and Maintenance of Sister City Murals  
Adjacent to the Flea Market

Ms. Guidry reported that the City of New Orleans (“CNO”) maintains relationships with “sister cities” around the world. These partnerships provide a unique opportunity to showcase the historical and cultural ties that New Orleans shares with other regions. In 2021 CNO conducted a pilot program to support a mural in partnership with the Canadian consulate on the floodwall exiting the riverside lot. This mural and others like it provide a richness and visual history to share with locals and visitors alike. The proposed CEA will allow for the continuation of the mural project along the floodwall from Ursulines to Barracks Street. Arts New Orleans (“Arts”) will manage the solicitation and selection of murals in coordination with the consulates for each sister city. Murals will be required to include elements that illustrate the connections noted above. FMC will provide parking and security during mural production and maintenance for a designated period post production. The City, FMC and partner City will each dedicate funds towards the mural projects.

Staff is asking the Board to authorize the Executive Director to enter into a Cooperative Endeavor Agreement (“CEA”) with the City of New Orleans and Arts New Orleans to support the installation and maintenance of “sister city” murals adjacent to the Flea Market.

Mr. DeLong moved and Councilmember King seconded a motion to authorize the Executive Director to enter into a Cooperative Endeavor Agreement (“CEA”) with the City Of New Orleans (“CNO”), and Arts New Orleans (“Arts”) To Support the Installation and Maintenance of Sister City Murals Adjacent to the Flea Market. The motion carried unanimously.

2. Consideration – Authorizing The Executive Director to Enter into a Cooperative Endeavor Agreement (“CEA”) with The City Of New Orleans (“CNO”), and Travelers Aid Society of Greater New Orleans (“TASGNO”) to Provide Homeless Outreach Case Workers in The French Quarter

Ms. Guidry reported that in 2023, the FMC Board of Directors authorized participating with Travelers Aid. In 2024, Travelers Aid continued to partner with the FMC to perform outreach. The FMC did not receive the CEA from the City until the end of May. The work had already been done. The Board is being asked to consider whether or not the FMC would like to continue its partnership with Travelers Aid. FMC does not have a lot of ability within the current agreement to require that Travelers Aid provides 25% of their service within just the French Market District.

Councilmember Thomas left the meeting (12:41 p.m.).

FMC Executive Director requests authorization to enter into a Cooperative Endeavor Agreement (“CEA”) with the City of New Orleans (“CNO”), the French Quarter Economic Development District (“FQEDD”) and Travelers Aid of Greater New Orleans (“TASGNO”) to provide three (3) qualified homeless outreach case workers and one vehicle (not to exceed \$30,000) to assist homeless individuals and families within the boundaries of the French Quarter and connect them with available social services.

Mr. DeLong moved to authorize the FMC Executive Director to enter into a Cooperative Endeavor Agreement (CEA) with the City of New Orleans (“CNO”), the French Quarter Economic Development District (“FQEDD”) and Travelers Aid of Greater New Orleans (“TASGNO”) to provide three (3) qualified homeless outreach case workers and one vehicle (not to exceed \$30,000) to assist homeless individuals and families within the boundaries of the French Quarter and connect them with available social services.

Ms. Burns moved and Mr. DeLong seconded a replacement motion to have Travelers Aid come before the Board to do a presentation so that the Board can get clarity on what Travelers Aid has done, so that the Board can decide whether or not to authorize the Executive Director to enter into a Cooperative Endeavor Agreement (“CEA”) with the City of New Orleans (“CNO”), the French Quarter Economic Development District (“FQEDD”) and Travelers Aid of Greater New Orleans (“TASGNO”) to provide three (3) qualified homeless outreach case workers and one vehicle (not to exceed \$30,000) to assist homeless individuals and families within the boundaries of the French Quarter and connect them with available social services. The motion carried unanimously.

### 3. Consideration – Issue Request for Proposals for Legal Services

Ms. Guidry reported that the French Market Corporation is seeking a real estate attorney to provide legal services and to recommend and hire outside experts for projects requiring specific expertise. FMC adheres to the City’s Bureau of Procurement guidelines and procedures. Staff is asking the board to consider issuing a Request for Proposals for Legal Services.

Councilmember King moved and Mr. DeLong seconded a motion to authorize the Staff to issue a Request for Proposals for Legal Services. The motion carried unanimously.

### **Public Comment**

Rhonda Findley (Pop City) addressed item #2.

### 2. Consideration – Authorizing The Executive Director to Enter into a Cooperative Endeavor Agreement (“CEA”) with The City Of New Orleans (“CNO”), and Travelers Aid Society of Greater New Orleans (“TASGNO”) to Provide Homeless Outreach Case Workers in The French Quarter

Ms. Findley stated that the tenants along the Colonnade have no formalized group where they can get together to cogently and potentially submit comments. She stated her business partner and FMC tenant had been beaten on FMC property with a railroad spike. It happened on a workday at roughly 1:00 p.m. The assailant was beating the store’s windows out and then beat him severely. He followed the gentleman, hoping to run into Security or NOPD.

The tenants in the Colonnade and their employees are afraid. On July 5<sup>th</sup>, Ms. Findley brought her check to the administrative office while Cella’s was under attack by an alleged armed robber, at mid-afternoon. Ms. Findley does not hold the FMC responsible. She believes that one (1) solution would be to engage with the Colonnade tenants, and another part of the solution is

multi-faceted and has many steps. She would like a portal for tenants to report incidences, to have a direct line to the Staff, and to see security footage.

4. Consideration – Issue Request for Proposals for Construction Management Services

Ms. Guidry reported that the French Market Corporation is seeking a construction management professional to provide as-needed services. FMC adheres to the City’s Bureau of Procurement guidelines and procedures.

Staff is asking the Board to consider issuing a Request for Proposals for Construction Management Services.

Councilmember Green arrived (1:01 p.m.)

Councilmember King moved and Ms. Burns seconded a motion to authorize the Staff to issue a Request for Proposals for Construction Management Services. The motion carried unanimously.

**G. ADJOURNMENT**

Councilmember Green moved to adjourn the meeting. The meeting adjourned at 1:02 p.m.