



BOARD OF DIRECTORS MEETING
Wednesday, June 15, 2022
Zoom/Virtual Meeting

BOARD MEMBERS PRESENT

Board Chairman Lloyd Dennis

Angie Simon

Susan Brennan

Demond Melancon

Dow Edwards

Hon. Leslie Harris

Hon. Freddie King

BOARD MEMBERS ABSENT

NOTCF STAFF PRESENT: Lisa Alexis (CEO/President), Tiffany Jackson (Deputy Director), and Linda Jacques (Program Director). Klervae Stinson (Grants Manager).

Chairman Dennis called the meeting to order at 4:05 pm.

Chairman Dennis called for a motion to approve the previous meeting minutes. **Susan Brennan** motioned first. **Angie Simon** motioned second. The board unanimously approved the motion.

Chairman Dennis provided the Chairman's report. **Chairman Dennis** is impressed with the staff on all matters relating to the audit. It was noted that the staff is meticulous and diligent on compliance.

Tiffany Jackson presented the finance report covering January to May 2022.

Culture is our open door



Next, **Tiffany Jackson** introduced **Bruno & Tervalon, Larry Jones, Principal** and **LaDria Williams, Staff Accountant** to present the December 31, 2021 Financial Audit Report, as well as Statewide Agreed-Upon Procedures report. A clean/unmodified opinion, the very best opinion you can receive, as an auditee, was issued with the audit. The audit report was presented in detail by **Larry Jones**. No exceptions were cited with the Agreed-Upon Procedures. **Chairman Dennis** asked for motion to accept the audit documents as presented. **Dow Edwards** motioned first. **Angie Simon** seconded the motion. Motion unanimously approved.

Lisa Alexis thanked the dynamic staff and board members for a successful audit. **Lisa Alexis** presented the Essence contract amendment in detail, noting the 2020 fees were waived due to the pandemic. 2021 fees have been modified due to a hybrid format for the festival and the contract has been extended by two (2) years through 2026. **Lisa Alexis** requested approval from the board members to move forward to sign the amendment. It was noted by **Lisa Alexis** that **General Counsel, Mark Fullmer** worked with the legal team at Essence to provide the adjustments to our contract which is in alignment with our recommendations.

Dow Edwards commented by stating that this was a great negotiation on the part of the board and Essence. **Dow Edwards** motioned to accept the contract changes, **Demond Melancon**, motioned second, and it was unanimously approved.

Susan Brennan presented the **Grant Review Committee** recommendations for the Board of Directors vote. Because these recommendations come from the committee, they do not require a second motion.

Baldwin & Co.: \$60,000

All: Approved

The Afro Food and Drink Fest: \$19,250

Grant Review Committee approved the submission, but requested a new budget. Staff is waiting for the submission of a new budget. The grant has been placed on hold.

Back Street Cultural Museum: \$100,000

A new budget was requested by Grant Review Committee and received.

All: Approved

Culture is our open door



Go 4th on the River: \$30,000

All: Approved

New Orleans Culinary and Hospitality Institute: \$50,000

All: Approved

Chairman Dennis, inquired about Freddie Marshall Educational Foundation. **Susan Brennan** explained that the grant was tabled due to request of funding for rent or leasing, which is not part of the funding guidelines for NOTCF. It was requested for Freddie Marshall to focus more on the cultural aspect of his program when applying for grant funds.

Linda Jacques presented the Performance Report. Overview was given on the following: French Quarter Festival and the mural on Tchoupitoulas funded in October of 2021 by Jamar Pierre.

NOTCF Elevation Series: Grow with Google. The NOTCF team shared a video as part of the presentation.

Linda Jacques announced the upcoming workshop, Launch Your Small Business Training, in partnership with U.S. Small Business Administration. **Dow Edwards** commented on one of the sessions he attended which was online and found it to be very informative and helpful to the culture bearers of the city.

James Agency, Dedra Faine introduced herself and her daughter **Lauren Faine** and gave a brief overview of the services their agency would provide to NOTCF including marketing, branding, and social media outreach strategies. The contract was discussed with the outline of the costs. **Chairman Dennis** asked what type of quantifiable deliverables will take place. Answer was given by **Dedra Faine** explaining how the budget will be worked into the strategies, so all is accounted for. **Dow Edwards** voiced the same concern. Both were satisfied with the answer. **Chairman Lloyd Dennis** asked for motion. **Dow Edwards** motioned to accept the proposal from the James Agency. **Angie Simon** motioned second. Unanimously approved.

New Business

New Orleans Music Museum



Lisa Alexis introduced Jeff Schwartz to the board and all on the call. Greetings were given by **Jeff Schwartz**. A quick overview of how we can possibly highlight the music industry in New Orleans along with the culture bearers of the city. **Reid Wick** gave bio of himself and **Bob Santelli**. **Reid Wick** stated that we are at the gap funding stage. To date, 2 preferred locations have been chosen. The first in negotiations is the River District, across from the Convention Center. A partnership with a major music themed hotel will be adjacent to the venue with a 35,000 square feet of exhibition space, a music themed restaurant, and a rooftop for other entertainment purposes.

It was stated by **Reid Wick** the goal is to make sure the New Orleans Music Museum is sustainable. **Chairman Dennis** voiced concerns on how the culture bearers that are not located near the proposed location would benefit. **Reid Wick** explained how the apprentice system will build cultural development along with economic development.

Dow Edwards gave statement and agreed with **Chairman Dennis**. Suggestion was given for next meeting to show how the root culture bearers can significantly participate in this project for economic benefit. More discussion was had by both **Chairman Dennis** and **Reid Wick** regarding the location of the museum and how the location will impact the culture bearers. **Angie Simon** requested to see more data how it will affect the culture bearers. **Jeff Schwartz** stated this conversation was necessary and should continue to see how this project can happen.

From **Lisa Alexis**, we have benefited from Harrah's lease and will have 3-million-dollar payment to come to NOTCF.

Chairman Dennis gave gratitude to the board and staff. Glad the meetings are public and thanked everyone for making NOTCF credible and effective.

Chairman Dennis asked for motion for adjournment. **Demond Melancon** motioned first. **Angie Simon** motioned second. The board unanimously approved the motion.