

**NON-FLOOD PROTECTION ASSET MANAGEMENT AUTHORITY
MINUTES OF THE MARINA COMMITTEE MEETING
TUESDAY MAY 1, 2012 – 10:30 A.M.**

The regular monthly meeting of the Marina Committee of the Non-Flood Protection Asset Management Authority was held on Tuesday, May 1, 2012 at 10:30 A.M., in the Lake Vista Community Center, 2nd Floor, 6500 Spanish Fort Blvd., New Orleans, Louisiana after due legal notice of the meeting was sent to each Board member, the news media, and a copy of the call was posted.

Chairman Brien called the meeting to order at 11:11 a.m. and led in the pledge of allegiance.

The roll was called which constituted a quorum.

PRESENT:

Chairman Stanley Brien
Commissioner Pearl Cantrelle
Commissioner Darrel Saizan
Commissioner Romona Theresa Baudy

FURTHERMORE PRESENT:

Robert E. Smith Lupo

ABSENT:

Commissioner Patrick DeRouen

STAFF:

Louis Capo, Executive Director
Sharon Martiny, Non-Flood
Chuck Dixon, Marina Manager
Dawn Wagener, Non-Flood

ALSO PRESENT:

Gerry Metzger - Legal Counsel
Al Pappalardo - Real Estate Consultant
Chris Fenner - Stuart Consulting
David Bacci - Stuart Consulting
Bill Burke – Premier Event Management
Kort Hutchison
Jeanne Hutchison
Chris Clement

ADOPT AGENDA

Commissioner Cantrelle offered a motion to adopt the Agenda, seconded by Commissioner Baudy and unanimously adopted.

APPROVAL OF PRIOR MINUTES

Commissioner Baudy offered a motion to approve the minutes of the April 3, 2012 Marina Committee meeting, seconded by Commissioner Cantrelle and unanimously adopted.

PRESENTATION ON CURRENT MARINA ISSUES

Mr. Dixon informed that the Peninsula Condominium boat slips are now the Authority's property. The slips need to be updated and brought up to Orleans Marina standards. The New Basin Canal slips need to be updated rather quickly as one of the stringers has broken on the New Basin Canal side. Trilogy locks for the gates and slips will be used to keep the continuity of the security system. The cost is approximately \$800-\$900 per lock. Weiser Security will make foot patrols through the slip area gaining access through the apartment parking lot as

that is the most direct access to the slips. The wrought iron gate is in need of repair, which will be done through the lock company and their gate person.

The apartment complex has a swimming pool that is migrating into the fairway. The water line has to be moved because pile driving is required to stabilize the pool which falls in line with bringing the new condo slips into the Authority's possession and bringing water to the slips. Mr. Dixon will keep the Committee updated on that situation.

The contract has been let for demolition of the Point Building at South Shore Harbor and work should start this week. A request will be made before the Marina Committee for approval to install eight new lights on the point to light up the area. An electrician will put the lines down and bids will be taken for the lights.

Commissioner Saizan questioned the best approach to take in terms of saving the Bally's Terminal Building. Chairman Lupo advised that Commissioner Hoffman has someone at Woodward Construction who will look at the building at no charge and give an idea of the uplift situation and advise if the building can be used as a pavilion with a laundry room area and restroom facilities on the ground floor and office space on the second floor.

PRESENTATIONS

1) Bill Burke, President of Premier Event Management, LLC Use of South Shore Harbor for triathlon events

Bill Burke, President of Premier Event Management, is requesting the use of South Shore Harbor for triathlon events due to the logistical issues that arose during Navy Week with the Blue Angels flying directly over the race site on Lakeshore Drive. Due to the 25-30 mile an hour north winds coming off of Lake Pontchartrain, the 2011 Ironman swim, an Olympic distance race in May of last year and the 2012 Ironman swim were cancelled. The possibility of using the South Shore Harbor Marina area for three events annually would bring activity to a site that for years has been vacant. The Ironman is the largest event with approximately 2,000-2,500 athletes and the two remaining events are Olympic distance events which are much shorter. The South Shore Harbor Marina area is a great location because the swimmers are protected. The Lake Pontchartrain Basin Foundation is collecting water samples and Mr. Burke has requested a water sample be taken at South Shore Harbor to assess the water quality.

There are several options that can be used to make this event work. An e-mail was distributed to the tenants requesting feedback regarding the triathlon events taking place at the Marina. There are different courses that can be used if the boaters do not want the event to end at the Marina. The entire event could be held at the Marina with the triathlon starting and finishing at South Shore Harbor along with having a festival afterwards to bring activity to the area. The worst case scenario would be to have the swim and transition to the bike event and end at UNO. The negative is that the Bucktown Allstars are playing at UNO for the party and not South Shore Harbor and the object was to bring a festival atmosphere to the location. With all events lifeguards are supplied along with fireboats, boats from NOPD and a dive team with divers and jet skis to monitor the swim.

The Ironman event drew athletes from 48 states and 17 countries and was a qualifier for the world championship. A UNO economic impact study revealed that in 2009 the race generated \$13 million in economic impact. Food and refreshments are provided for the athletes only so there is opportunity for the Authority to provide concessions to spectators. The 2012 Ironman drew approximately 2,000 spectators who enjoyed food and music while their loved ones were racing.

Mr. Burke advised that the Marina will be inconvenienced to some degree for a short time with an event this size and offered to make a \$5,000 donation per event for capital improvements to the Marina for impacting the boaters during these events. If the event remains at UNO the donation cannot be guaranteed because there is no triathlon without a swim. If this race is questionable, athletes will chose another location instead of New Orleans.

The next event is an Olympic distance race on June 24th. Mr. Burke suggested this event be a test event to get ideas on what changes should be made for the next event. If the June 24th date is feasible Mr. Burke would like to market that an agreement was reached with the Orleans Levee District and the Marina Board to move the event to South Shore Harbor. The next Ironman event is April 21, 2013.

Mr. Capo advised of a meeting wherein Mr. Burke will inform the South Shore Harbor tenants of his ideas and answer any questions or concerns the tenants may have. If the tenants are in agreement, arrangements can be made for the June 24th event.

Chairman Lupo noted that the board will look at this issue globally. If a good presentation is made along with a plan so boaters can access their boats during the event and a festival at the Marina that people can participate in, this is something that will be accepted well.

Mr. Burke informed that the South Shore Harbor logo would be added to the back of the event t-shirt as an official host of the race. Regional and national advertisements are placed in different magazines and would reference the new protected swim course at South Shore Harbor Marina. Approximately \$50,000 was spent advertising the 70.3 event to encourage athletes to come to New Orleans. Future advertising for this event will be stronger due to the fact that two swims were cancelled.

Mr. Burke stated that many tri-athletes are boaters or have boats so there is an intersection between the marina and the event. For each event the athlete is given a goody bag with t-shirts and other promotional materials. If there is a Marina or yachting event scheduled, this information could be added to the bag to advise athletes of other events that the Marina is promoting or hosting. The possibility of a Yacht Club in the future presents an opportunity to have the VIP party at the Marina instead of a location downtown as it is expensive and inconvenient to have the event in multiple locations.

PUBLIC COMMENTS

Kort Hutchison stated that he was excited about the opportunity of bringing activity and a sense of community to South Shore Harbor. With the meeting tonight it is possible that any minor inconveniences can be worked through. Mr. Hutchison will encourage the Yacht Club members and Marina tenants to move forward on this issue. This brings to light the need to move quickly on the pavilion in order to take full advantage of the developing events at South Shore Harbor.

Chris Clement, slip tenant at Orleans Marina, added that his daughter has participated in Mr. Burke's marathons and she has missed the swims. Mr. Clement informed that Mr. Burke puts on terrific events and his organization is outstanding. Bringing people to South Shore Harbor is essential in making that facility grow.

ANNOUNCE NEXT MEETING

Chairman Brien announced the next Marina Committee meeting is scheduled for Tuesday, June 5, 2012 at 10:30 a.m.

ADJOURNMENT

Commissioner Cantrelle offered a motion to adjourn, seconded by Commissioner Baudy and unanimously adopted.

The meeting adjourned at 12:00 p.m.