



November 2020 Broadmoor Neighborhood Meeting Minutes

7:07-7:08: Welcome from BIA Executive Director Sarah Pritchard

7:08-7:10: Introduction of Agenda

- Celebration of the renewal of the Broadmoor parcel fee
- Community announcements from District B Councilmember Jay H Banks
- Energy Smart NOLA introduction
- Community reflection on goals and priorities for the next 5 years of Broadmoor

7:10-7:13: Introduction of District B Councilmember Jay H Banks

- District B Councilmember Jay H Banks urges residents to practice safety during this holiday to prevent a spike in COVID19 cases due to gatherings. Councilmember Banks urges, "I know everybody is suffering from Corona fatigue... please I am calling on all of you all to be very careful. Wash your hands, wear face masks and if you insist on gathering during Thanksgiving break try to make the gathering outdoors and designate one person to serve food and eat with your immediate family. There are 20 different people who are no longer in my life because they died from the virus. Enjoy yourself but please be safe."

7:13-7:16: Introduction of Energy Smart

- Brandon Muetzel, Outreach Manager of Energy Smart introduced the Energy Smart program
- Energy Smart is in its 10th year and was started by the City Council of New Orleans in 2010. It is administered by Entergy.
- The program provides discounted and sometimes free subsidized weatherization for your home.

- Energy Smart offers home energy assessments and instant rebates to residential Entergy New Orleans electric customers that includes homeowners and renters with permission from the landlord.
- After the walk-through energy assessment and eligibility verification, an Energy Smart approved trade ally will make weatherization improvements to help you start saving energy and money. These improvements include attic insulation, air sealing and duct sealing.
- If residents are 200% above the Federal Poverty line, residents will qualify for free weatherization
- The Energy Smart Program is available to all commercial customers that receive electrical service from Entergy New Orleans. The program provides cash incentives for completing eligible upgrades with measurable/verifiable energy savings. Annual Customer Incentive Cap of \$500,000 across all projects and customer accounts.
- A resident asks about the rebate incentive and how it pertains to renters. Mr.Muetzel answers “If you have a tenant whose air conditioner needs to be upgraded or replaced, as long as the address is in the landlord's name. The landlord would be eligible to still participate in the rebate program as long as they own their building.”
- Visit Smart Energy website for more information: <https://www.energysmartnola.info>

7:16-7:20: BIA Executive Director introduces 2019 Neighborhood Survey Results

- In October–December 2019, the BIA surveyed a representative sample of Broadmoor residents about their top priorities and unmet needs in the neighborhood. Now that the parcel fee has been renewed, the BIA wanted to go back to the 2019 survey results to determine whether they still represent Broadmoor residents’ top priorities for the BIA’s work in the neighborhood.
- Top priorities expressed in the 2019 survey include:
 - Water management/flood defense
 - Public safety/crime
 - Neighborhood cohesion and enhanced outreach from the BIA
 - Youth and elder programming.
- The BIA Executive Director asks residents to raise their hand if the issues reported on the survey were important to them. A majority of residents in person raised their hands and agreed that all of the issues listed above pertain to them.
- The concerns from the 2019 survey remains the same which is great news because a lot of the work the BIA has done over the past year was about addressing some of the priorities.

7:25 -7:30: Opportunities for Growth: Neighborhood Cohesion

- In 2020, text message alerts from the BIA have been introduced to further outreach to residents.

- Residents not enrolled in the BIA text message alert service can email communications@broadmoorimprovement.com to opt-in. Provide your name and phone number to be added to the list for text-based alerts.
- The BIA organized and produced two days of service in the community as a result dozens of catch basins have been cleaned and litter has been removed from streets. The Broadmoor Food Forest has been revitalized.
- The Broadmoor Food Pantry operates twice weekly and there has been a huge increase in the need for food security. The average number of families have doubled since March. To meet the need, The BIA has seen residents volunteering to assist their fellow neighborhood residents.
- In the beginning of the COVID19 pandemic a successful hot meal delivery service was in place and 6,000 meals were delivered to senior citizens. This effort would not have been possible without the help of incredible volunteers and residents of Broadmoor in response to the huge need presented to us today. The BIA thanks all volunteers and residents for helping out.

7:30 -7:34: Opportunities for Growth: Youth & Elder Programming

- 3500 seniors in the neighborhood were reached out to by phone call to find out what if any resources they needed. Calls were also to provide social connection especially important as the city was in the midst of a lockdown because of COVID19.
- A meal plan for senior citizens was also created and implemented.
- Providing more youth programming and partnering with [Andrew Wilson Charter School](#) and [NOLA Microschools](#) is a top priority for us. Ideas for engaging more with the youth of our community is welcomed. The BIA would love to talk with anyone especially in the midst of the pandemic about how we can present more opportunities and programming for young people in this neighborhood that are also COVID19 safe and engaging.

7:34 -7:37: Opportunities for Growth: Infrastructure & Development

- The BIA has continued the development of 7 formerly blighted properties that the BIA has owned and one of those properties has already sold. The BIA is thrilled to welcome the new homeowner to the neighborhood.
- Two properties by the BIA are currently on the market.
- Four properties by the BIA will be developed and sold in 2021. The BIA will keep residents informed as developments are moving forward.
- The BIA board Treasure Curtis Doucette has been a major part of the securing of properties for the BIA.
- [TBG Partners](#), an Urban Design Firm, is helping the BIA to build a vision for equitable green space in our neighborhood as well as water mitigation and flood risk mitigation. The BIA is working to figure out to make the greenspaces we have work for our community to mitigate flood risk, water management and outdoor beautification. The BIA

is working with partners at the city level and funders to help implement infrastructure and development projects in our neighborhood.

7:37-7:340 Opportunities for Growth: Public Safety

- The BIA addresses racial injustice in this neighborhood as well as how to create more programs that help to prevent crime and ensure residents have their basic needs met.
- The BIA has invited residents to partake in [The People's Institute Undoing Racism Workshop](#). Figuring out what are the next steps Broadmoor has to do to address racism in our community will be done with the assistance of [The People's Institute](#).
- The BIA wants to host more events in 2021, that specifically address public safety. Thinking about public safety holistically and as more than a crime issue but as an issue of making sure our neighbors are taken care of. Neighbors looking out for one another could be a crime deterrent. The BIA invites residents to provide suggestions for addressing racial inequity.

7:40-7:45 Opportunities for Growth: Health Programming & Social Services

- 2020 has been a busy year for social work.
- The Broadmoor Food Pantry has more than doubled capacity of recipients and our capacity to serve families in need of assistance. The BIA thanks volunteers who serve on Mondays and Wednesdays. Residents with interest in assisting at the Broadmoor Food Pantry can email communications@broadmoorimrpovement.com.
- Counseling services are available to residents at a donation based cost from the range of free to paying \$5 or more for anyone who is in need of counseling because of COVID19. The BIA is really proud of the way issues are being addressed holistically in our community.
- The Broadmoor Food Pantry has leveraged partnerships with [Winn Dixie](#) and [The Malcolm Jenkins Foundation](#). Starting this month and throughout December, an additional 500 families will be served due to the generosity of the BIA partners Winn Dixie and The Malcolm Jenkins Foundation "Feed the 504" initiative each month at the pantry.
- As Broadmoor approaches 2021, the BIA anticipates that the need for food security, case management services, and mental health offered by the BIA will be greatly increased. The BIA is seeking additional resources to assist with these issues as well as more funding to make sure the increased needs are met.

7:45-7:50 Opportunities for Growth: Water Management

- The BIA is working with [TBG Partners, Urban Design Firm](#) to create an overall vision for water management and greenspaces in the neighborhood. The BIA will be executing this

plan throughout 2021. The Broadmoor Food Forest is a part of the BIA's plan to expand access to food resources in our neighborhood. The Broadmoor Food Forest is located at 3701 Toledano St.

- Thanks to volunteers at the Broadmoor Day of Service, four new garden beds were built that will be available for community members to adopt in order to grow their own food and help grow fresh produce for the Broadmoor Food Pantry. Please email communications@broadmoorimprovement.com, The BIA with interest in the Broadmoor Food Forest.
- The Broadmoor Food Pantry also has a garden on site and residents are encouraged to reach out with their interest in helping either garden thrive.

7:45-7:50 Looking Ahead: Long-Term Goals for Broadmoor: Business Development

- Business development is a priority for the BIA and many residents have engaged in a conversation about the need for more local walkable businesses with our corridor on Broad. Part of the BIA plans for revitalizing and optimizing green spaces that already exist is to expand the Broadmoor Arts & Wellness Walking Trail further down Broad St. to make businesses in that area more accessible and drive more local sales for businesses owners.
- The BIA is excited to work with [The South Broad Business Coalition](#) and other local Broadmoor business owners to do more to support businesses and bring businesses that are wanted and needed by Broadmoor residents.

7:45-7:50 Looking Ahead: Long-Term Goals for Broadmoor: And More..

- It is included to get feedback from Broadmoor residents about what they would like to see covered that was not included in the presentation.
- A resident states "In the next 18-24 months as we go into the next phase of this pandemic, what opportunities does the BIA have to get involved in testing and coordinating a vaccine when it is made available? Because community involvement will be critical during that time especially this next administration will hopefully put an emphasis on COVID19 testing so I would make the suggestion from a community based standpoint since we already have some healthcare infrastructure in place.
- The BIA Executive Director replies "Thank you for that. I think that's a great idea and the BIA will be working with our partners at City Council to see if Broadmoor can have a testing site in place. I think the closest testing site to Broadmoor is [Xavier University](#)."
- "In terms of the vaccine, part of our hope for the text-based application, The BIA uses to message people is to get more public health information out to residents is our priority."
- Another resident asks "Is The South Broad Community Health Center still active?" The BIA Executive Director answers "That is a great question. Yes, It is still active and the BIA checks in with the organization periodically. The BIA recently had a meeting with The South Broad Community Health Center's Community Outreach Coordinator. They

are offering flu shots to residents.” Visit [The South Broad Community Health Center](#) for more information.

- South Broad Community Health located at 3300 S Broad St, New Orleans, LA, 70125. SBCH is in partnership with the Broadmoor Improvement Association, Green Coast Enterprises, and other community partners, and is developing a community health center in central New Orleans. The BIA stays in contact with South Broad Community Health who offers referrals for the Food Pantry and all of the other Broadmoor services to their clients as well.
- The BIA Executive Director asks if there are any other thoughts or questions from residents in person and on Zoom.
- A resident type in the chat box “South Broad Community Health also offers limited COVID19 testing for residents with symptoms and they are taking appointments virtually.”
- A resident asks “Does the BIA have a plan to get more residents involved in the monthly neighborhood meetings in terms of attendance?” The BIA Executive Director answers “Community Outreach is a priority of The BIA, and we were able to print a physical newsletter and mail them to households in Broadmoor this Fall. If any residents have not received mail from The BIA and would like to please email communications@broadmoorimprovement.com to be added to the list. A quarterly printed newsletter is what the BIA will launch going forward so that all households can be informed about the dates of the Neighborhood Meetings in a printed format.”
- The BIA Executive Director asks residents in person “Would you rather meet in person or have a meeting be facilitated virtually on Zoom?” Residents in person mentioned they liked having an outing and others preferred Zoom. The BIA Executive Director states “We will have a hybrid Zoom / in person format for the upcoming meetings.”
- “At every touch point The BIA has in our community such as The Broadmoor Food Pantry, The Broadmoor Arts & Wellness Center which has started to open up with additional programming will see more consistent messaging about neighborhood meeting dates to better engage residents. Residents are encouraged to give ideas for how to better engage fellow residents of the neighborhood who are not as familiar with The BIA. “ states The BIA Executive Director
- A resident asks “Who maintains the Broadmoor Food Forest lot? The BIA Executive Director answers “ The BIA is in the process of taking over maintenance of the Broadmoor Food Forest lot and the BIA is hoping to get the lot cleaned up and usable in the next few months.
- BIA Board Treasurer Curtis Douchette stated when addressing the question of resident attendance at the neighborhood meetings. “If it was up to us the space would be full of people from the community, So we are certainly open to more ideas and suggestions about how to get more people to attend in person. Some of the things we noticed that work is when we have hot button issues like flood or water management or short term rentals we know we are going to have a big crowd but outside of those issues we certainly would be open to suggestions on having more attendance. A resident states “What helped me attend the meeting was receiving a text message from the BIA with a

reminder about tonight's meeting. 48 hour notice could attract more attendance.” The Executive Director says “ The monthly neighborhood meetings are scheduled every third Monday at 7’o clock. Please mark your calendar. We would love to see you at as many meetings as possible. I think as the pandemic progresses and things change, we will be experimenting with different formats for hosting. Stay tuned for location updates but the time will stay the same.”

- A resident suggested the BIA get volunteers to go door to door to place neighborhood meeting reminders to attract more attendance. The resident also states she appreciates that the meeting is every month and it is placed on their calendar for them to remember to attend. Also The BIA needs to build up contacts in the text-message system. The Executive Director states “We have done some canvassing this year but would love to work with Broadmoor residents. The BIA is currently in contact with 300+ residents who have opted-in to the BIA text-message based network of care and The BIA wants to get that number.
- The public Broadmoor Neighborhood Meeting sign needs to be updated and will be in 2021. An idea is to have temporary signage made and posted around the neighborhood the week before the meeting.
- The BIA has an email newsletter that is produced twice a month.

7:50-8:00: Closing of November Neighborhood Meeting

- BIA Executive Director Sarah Pritchard asks if there are announcements from in-person and virtual attendees. There were no additional announcements or remarks made.
- The December neighborhood meeting will be on Monday, December 14, 2020, at 7 pm. The next meeting will be hosted in-person outdoors on the lawn of the Rosa Keller Library weather permitting. The neighborhood meeting will also be made available via live-stream until the end of the year.