



September 2020 Broadmoor Neighborhood Meeting Minutes

7:00-7:01: Welcome from BIA Executive Director Sarah Pritchard

- Announced attendance of Broadmoor Residents Board of Commissioners Member Diana Hernandez, Board of Commissioners Member Tim Traycoff and Communications Lead Natori Green

7:03: Introduction of Agenda

- Workforce and business development in Broadmoor
- Fostering equitable access to green spaces
 - New Date for Broadmoor Day of Service
 - Trash Tuesdays
- Broadmoor Parcel Fee Renewal
- Community Announcements

7:04-7:07: Introduction of Workforce & Business Development in Broadmoor

- The BIA participates in the South Broad Business Coalition facilitated by the non-profit organization Propellor.
- The BIA looks forward to providing more support to residents seeking employment in this very difficult economic climate and also providing more resources for the businesses that are located in Broadmoor.
- The BIA is proposing a space on the BIA Website for local businesses to be featured and launch a "Broadmoor Featured Business Initiative" in our neighborhood for residents who want to partitionize local establishments in our community.
- The BIA proposes a "Broadmoor Job Board", an online directory for business owners throughout the city to advertise for new employees. A hub for Broadmoor residents to seek employment opportunities.
- The BIA encourages residents to reach out if they have additional ideas around workforce & business development how the BIA may support business via communications@broadmoorimprovement.com

7:07 - 7:17: Fostering equitable access to green spaces in Broadmoor

- The BIA is in the process of developing a partnership with TBG Partners Urban Design Firm based in Texas who works with groups in New Orleans to help plan to maximize the green spaces that already exist in our neighborhood and creating better solutions for water management as well as equitable access to green spaces.
- The BIA wants to activate areas that already exist in our three subgroups to create more vibrant green spaces throughout the community that serve a dual purpose of being a place for neighbors to be socially distant and see each other, practice exercise, and mitigate flooding.
- The Fine Arts & Wellness Trail, Broadmoor Food Forest, Broadmoor Rain Garden, General Taylor Neutral Ground, South Galvez Neutral Ground, and Broadmoor Community Church are areas in the community that the BIA wants to maximize.
- Broadmoor Food Forest a part of the New Orleans Redevelopment Growing Green Program is a lot in the neighborhood the BIA is looking to take over the lease and management so that it will be more accessible and utilized across the neighborhood as a community garden. Residents would have the opportunity to adopt a plot in the garden to grow their own food. Residents would receive support from the BIA to get access to seeds and other tools and materials to cultivate food and other plants. The Food Forest would also serve as neighborhood gathering space with sitting and picnic tables.
- Broadmoor Rain Garden located at 3601 General Taylor St originally developed in partnership with the Land Trust for Louisiana. The BIA is in talks with them to support the management of the Broadmoor Rain Garden. It was designed to catch rain water on General Taylor St. The BIA would want the rain garden to continue its use and improve on its operation, and make the location a more welcoming space for residents.
- The neutral ground on General Taylor and South Galvez could be an improved green space with seating or fitness equipment as possible neighborhood engagement items to activate those spaces.
- Broadmoor Community Church where the BIA hosts the Broadmoor Food Pantry twice a week as well as a small community garden on the church's lot that is growing fresh produce for pantry guests to supplement fresh and healthy foods that we distribute at the food pantry. The BIA is interested in expanding the community garden there and partnering with community garden specific organizations to provide more produce and serve as a demonstration site for the rest of the neighborhood.
- TGD Partners Urban Design Firm will submit a proposal to the BIA and the BIA will seek community feedback and funding to help support the green space initiatives in Broadmoor to address flooding and equitable access.

7:17 - 7:20: BIA Announcement: New Date for Broadmoor Day of Service

- The Broadmoor Day of Service was rescheduled for Saturday October 3, 2020 from 9AM to 1PM due to rain on September 19, 2020. Sign up to volunteer at this link:
https://docs.google.com/forms/d/e/1FAIpQLSeGkG5ACS7RRnn01C44ZXugHg-WvliFRNOOSiNVXlgBnWqKhQ/viewform?usp=sf_link

7:20- 7:22: BIA Announcement: Trash Tuesdays

- Weekly neighborhood trash pickup in our three different sub groups from 5 pm - 7pm on Tuesdays mobilized by Sable Switch in partnership with the BIA. Each week resident volunteers can meet at the Broadmoor Arts & Wellness Center and pick up supplies such as trash bags, gloves, trash grabbers for residents to use. Filled garbage bags can be brought back to the Arts & Wellness Center for disposal.
- The BIA will provide a map of where resident volunteers can focus their efforts to go out and beautify the neighborhood.
- The start date will be announced via Facebook event page and our social media accounts in the next couple of weeks for residents to sign up to join us in beautifying our community.

7:22 - 7:33: Broadmoor Parcel Fee Renewal

- The Broadmoor Parcel Fee is on the November 3rd ballot and up for renewal for the next five years until 2025.
- First approved in 2010, renewed every five years by a vote from all Broadmoor residents.
- The Parcel Fee is \$100 per property owner in Broadmoor.
- If you are already eligible for a property tax reduction based on your income or disability status, you can get the Parcel Fee waived if you reach out to the New Orleans tax assessor's office. The city of New Orleans collects a 1% collection fee then the remaining of the \$99 covers the operations of the Broadmoor Improvement Association and the quality of life initiatives that the BIA produces to support health and wellness and quality of life in Broadmoor.
- The Parcel Fee income represents 44% of the BIA overall Budget.
- The rest of the budget is supported by foundation grants (26%), rental income generated from Broadmoor Arts & Wellness Center (27%), and individual donors (3%).
- The BIA is actively engaged in cultivating and soliciting other sources of income outside of the parcel fee for a diverse source of funding.
- 63% of the parcel fee funds collected by the BIA go directly to support quality of life initiatives. 37% of parcel fee funds support BIA salaries, which include a full-time Executive Director Sarah Pritchard, full-time Wellness Director Bethanie Mangigian, part-time Communications Lead & Volunteer Coordinator Natori Green, part-time Pantry Coordinator, and Broadmoor Arts & Wellness Center Desk Ambassadors. Seven staff members are Broadmoor residents.
- Quality of life initiatives organized by the BIA include:
 - The Broadmoor Food Pantry which operates twice a week addressing food insecurity in the neighborhood. 52% of food pantry recipients are Broadmoor residents.
 - Affordable counseling services and case management is offered at the Broadmoor Arts & Wellness Center for residents at a sliding scale. The BIA can help people in the neighborhood get connected with resources needed such as getting permits, SNAP, or infacusture issues. The BIA can facilitate outreach for

residents concerns to be addressed at the city level acting as an advocate for all Broadmoor residents.

- The Broadmoor Arts & Wellness Center is open for small scale in person events such as enrichment classes for the youth and adults with COVID19 safety precautions in place. Email Pam Brovarney at pam@broadmoorimprovement.com to inquire about rental space.
- 300+ people have opted in to the BIA network of care text message service that provides periodic Broadmoor community updates. To sign up email your name and phone number to communications@broadmoorimprovement.com
- Voter registration table operates from 10 to noon every Monday and from 1 pm to 3 pm every Wednesday for any and all residents to stop by and register to vote at the Broadmoor Food Pantry (2021 S. Dupre St.). The BIA wants to encourage a good voter turnout in our community and from New Orleans in general.

7:34 - 7:40: BIA COVID19 response

- The BIA has taken a lead role in the City in responding to COVID-19.
- The Broadmoor Food Pantry has increased the average number of families served from 200 families/month to over 500 families served per month.
- 3,000+ Phone calls made to seniors in the 70125 zip code to get them connected to resources.
- 6,000+ prepared meals distributed to seniors and other vulnerable neighbors.
- 350 hours of donation based or sliding fee scale counseling services provided.
- 800 free hurricane kits distributed at the Broadmoor Food pantry.

7:40 - 7:42: Community Questions

- A resident asked the BIA a question about Broadmoor green space- "Is the BIA still partnering with the South Broad Business Coalition for the Day of Service?" BIA Executive Director answers. Yes, We are working with them on that day and the South Broad Business Coalition is interested in doing some beautification on the intersection of Broad and Washington.
- The BIA Executive Director asks if residents have any questions and there were none.

7:40 - 7:47: Ways for Broadmoor residents to support Parcel Fee campaign

- The BIA will be active in the neighborhood to spread awareness of the Parcel Fee.
- There are opportunities for residents to be involved in this initiative: Spread the word to neighbors and friends, invite people to attend the neighborhood meetings, canvassing the neighborhood on the weekends throughout September and October.
- Residents with canvassing interest can email natori@broadmoorimprovement.com
- Backyard BBQ was hosted by a BIA Board of Commissioners Member recently, if any residents are interested in hosting an event in support of the Parcel Fee and the BIA can email communications@broadmoorimprovement.com
- The BIA is seeking donations to assist with our Parcel Fee campaign. Please go to www.broadmoorimprovement.com/donate to support our campaign.

- A Resident asked the BIA a question about living outside of Broadmoor. BIA Executive Director answers. "The work that we do impacts people across the city and if you live in another neighborhood, we want to support you too and the programs mentioned tonight are relevant and accessible to you as well. Talk to your friends who may live in Broadmoor and encourage them to vote to renew the Parcel Fee in November."

7:40 - 7:46: Community Announcements

- Elroy James (Democratic Party) is running for election for the Division I judge of the Orleans Parish Civil District Court in Louisiana. James is number 80 on the ballot in the primary election on November 3, 2020. He is a graduate of Southern Louisiana Law Center and holds a Masters of Law from Georgetown in Washington D.C and started his career as a juridical law clerk. He has 20 year experience as a practicing lawyer in Louisiana. Currently president of Zulu Social Aid & Pleasure Club. He currently holds the position of Assistant Attorney General with the Department of Justice litigating on behalf of citizens of Louisiana. Email info@elroyjames.com with questions about this program and visit his website www.elroyjames.com for more information.
- Steve Singer is running for Magistrate Judge on the ballot in the primary election on November 3, 2020. Singer aims to end money bail, limit the role of bail bondsmen, create a pretrial services program to quickly identify those with mental illness and substance abuse dependency, homelessness and connect them with community based programs to stop the rotations of mass incarceration. Email info@stevesingerforjudge.com with questions about his platform and visit his www.stevesingerforjudge.com
- Talva Burnette from the Mayor's Neighborhood Engagement Office with a reminder about the Census and Voter drive-by event happening at Champion Square from 9am - 2pm on September 26, 2020. Talva Burnette also mentioned filling out the New Orleans Mosquito Termite Rodent Board Survey.
- Talva Burnette urged residents to remember the down ballot. Down-ballot which relates to or notes a candidate or political contest that is relatively low-profile and local compared to one listed in a higher place on the ballot.
- Another resident posted in the chat. Progressive judicial candidates for change: linktr.ee/flipthebench . 7 candidates are running for judicial reform, career public servants and public defenders.
- Walk & Talk with BIA Executive Director Sarah Pritchard announced: Fridays from 4:00–5:30 pm, September 25–October 30: Share your ideas about how we can build a better Broadmoor and enjoy a walk on the Fine Arts & Wellness Trail with BIA Executive Director Sarah Pritchard. Contact Sarah to learn more via sarahp@broadmoorimprovement.com !
- The BIA's October neighborhood meeting will be on Monday October 19, 2020 at 7 p.m. The meeting may be hosted in person outdoors at the Rosa Keller Library weather

permitting or via zoom. Announcements will be made about the meeting location in the near future.

- Guests are thanked for attending the meeting and a “Go Saints!” is spoken because the night of the meeting was the same night as a Saints vs Las Vegas Raiders game.