



## October 2020 Broadmoor Neighborhood Meeting Minutes

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

7:03-7:04: Introduction of Agenda

- Update on the BIA's Plan for improving green space access in Broadmoor
- Broadmoor Parcel Fee Renewal
- Community Announcements from a City of New Orleans representative

7:04-7:07: Introduction of equitable green space in Broadmoor

- The BIA working with an urban design firm called TGB Partners to create equitable access to green space in Broadmoor.
- The Fine Arts & Wellness Trail can be extended from Napoleon to the Broad & Washington Intersection.
- Optimizing the Broadmoor Food Forest through our partnership with NORA's Growing Green Initiative to revitalize the lot on 3730 Toledano St in Broadmoor.
- The Broadmoor Rain Garden, a rainwater mitigation effort located on 3601 General Taylor St in Broadmoor.
- General Taylor's neutral ground transformed into a green corridor that would be walkable and accessible to all residents.
- The neutral ground on South Galvez is being looked at for green space improvements that could be made for a more accessible space for residents.
- The overall vision is not only to create beautiful accessible spaces but also have them provide water mitigation and flood management throughout Broadmoor.

7:07-7:15: October Day of Service in Broadmoor Recap

- The BIA's first day of service was a success on Saturday, October 3rd.
- Day of Service projects included mulching newly planted trees, cleaning catch basins, building new garden beds in the Broadmoor Food Forest.
- 15 catch basins were cleaned throughout the neighborhood, we mulched 80 trees, and built four new garden beds.
- The Second Day of Service will be hosted on October 24, 2020, from 9 am - 1 pm with volunteers meeting at 3900 General Taylor St at the Arts & Wellness Center. The plan to clean catch basins, trash pick up and maintain Broadmoor Food Forest. The event is in

partnership with the South Broad Business Coalition to help beautify the neutral ground of Broad and Washington Ave. Residents interested in volunteering can sign up at this link: <https://docs.google.com/forms/d/1D3PTuVAbNV41pl9sttaKG5Cr61wPw75roUC-iXmW1JM/edit>

7:15-7:20: BIA Executive Director Sarah Pritchard takes questions from attendees

- An attendee asks “Is the Urban Design Firm paid for with Broadmoor Improvement Association funds?” Sarah answers “TGB Urban Design Firm is working pro-bono, they are donating their time to create a strategic vision for Broadmoor. At the time when we are ready for execution of the plan, we would be funding those efforts from foundations grants and other partner agreements not from the Parcel Fee fund.”

7:20 -7:25: Discussion of the Broadmoor Parcel Fee

- The Parcel Fee is up for renewal on the November 3rd ballot.
- The Broadmoor Parcel Fee was first approved in 2010 and it gets renewed every five years by a vote from every Broadmoor resident. It was renewed in 2015 and is up for consideration this year. The Parcel Fee is \$100 per property owner.
- Homeowners who may be eligible for low income or disability-based reduction in property taxes may be able to get to the Parcel Fee waived by contacting the Orleans Parish Assessor's office.
- The Parcel Fee represents about 44% of the overall operating budget. The BIA is responsible for funding the remaining 66%. Foundation grants are fundraised, earned income from tenants renting space at the Arts & Wellness Center, and other rental events hosted in that space, individual donors. The BIA seeks additional funding to contribute resources that the BIA is circling back into the Broadmoor community in the form of quality of life as well as health and wellness programs that the BIA presents.
- The Parcel Fee funds are allocated, 37% is to fund BIA salaries. There are two full-time staff members Executive Director and Wellness Director and nine part-time staff members. Seven of the Elven people employed are Broadmoor residents. 63% of the Parcel Fee goes to funding the quality of life programs that we present.
- The quality of life programs deal with food insecurity through our bi-weekly Food Pantry at the Broadmoor Community Church located at 2021 S Dupre St. Since 2012, the Food Pantry has served over 15,000 individuals with emergency food assistance, 52% of Food Pantry clients live in Broadmoor.
- From 2016 to 2020, The BIA has increased counseling hours from 850 hours to 1,850 at affordable and now donation-based to address the huge mental health total COVID19 has taken on our community by making it radically affordable and accessible to people in the community.
- Case management services connect residents to resources such as rental assistance to food stamps and accessing their stimulus checks with the help of the BIA social work team.
- Since the start of the pandemic, the BIA has connected people to multiple services that improve the quality of life in our community.

- The BIA has operated the Arts & Wellness Center as well as the Rosa Keller Community Center since 2013. There have been over 3000 community events, classes, and programs that offer variety and accessibility to all Broadmoor residents.
- Quality of life and neighborhood beautification efforts in addition to hosting periodic Days of Service to clean the neighborhood and mitigate flood risk. The BIA manages the Arts & Wellness Trail by providing dog bags and inspecting the trail for trash keeping it a consistent place for residents to enjoy.
- The BIA has been a consistent support system for residents during the pandemic. The BIA has taken a lead role in the City in responding to COVID-19.

7:25-7:35: BIA Executive Director Sarah Pritchard takes questions from attendees

- An attendee asks “Can commercial properties and non-profit organizations pay a larger portion of the parcel fee?” Sarah answers “The point about commercial properties and non-profit organizations paying is a good one and we will think about for the next renewal in five years.”
- An attendee asks “What can we do about speeding and blocking sidewalks in residential areas?” Sarah answers “It’s something we would love to approach our partners at the city about. Let’s talk after the meeting about sections of Broadmoor you are noticing that have this issue so that we can follow up with the city about signage to more aggressively enforce speeding.”
- An attendee asks “Sewage and Water Board is working on an 18-month long term project in my area, are you working closely with them to make sure severe damage is not done to my area?” Sarah answers “Yes, we are working closely with our partners of the city and sewage and water board to make sure we are on the page to coordinate their efforts with ours.”

7:35-7:40: November 3rd Election Reminder: BIA Executive Director Sarah Pritchard

- The November 3rd election is two weeks away
- Sarah invites attendees to invite fellow residents to the November 16th Broadmoor Neighborhood Meeting which is held every third Monday of each month from 7 pm - 8 pm. The neighborhood meeting will be in person and offered online through the end of the year for residents unable to meet in-person.
- Canvassing will take place until election day, any resident interested in volunteering can email [natori@broadmoorimprovement.com](mailto:natori@broadmoorimprovement.com)
- LoveMOOR yard signs are available for free at the front desk of the Arts & Wellness Center.

7:40-7:50: Community Announcements: Director of the Mayor's Office of Youth & Families Emily Woff

- Emily Wolff discusses a millage on the December Ballot. Currently, She is the Director for the Mayor's Office of Youth & Families and served as the Executive Director of the Broadmoor Improvement Association previously. Visit the website of the Mayor's Office

of Youth and Families to learn more about how the office supports systems-level change for vulnerable youth and families. <https://nola.gov/office-of-youth-and-families/>

- The 2021 proposed millage is in the form of three propositions, supporting infrastructure maintenance, Libraries, and Early Childhood Education, Housing, and Economic Development. The mileages are all renewals and not increases in taxes and redistribution of the money collected. 5.82 million which come out to be 2.3 million split between these different mileages. It is not a tax increase but would be used to upkeep the continued maintenance of services.
- The key things to know that this millage would maintain services, reduce cost and prepare for the future of New Orleans
- The City is packaging the millage with other reductions so for the taxpayer be a reduction of overall taxes if approved.
- It is an important and historic opportunity to create a long-term funding stream for Early childhood care and education and the New Orleans Public Library through 20 years.
- It would allow the city to invest in core services vital to the city's recovery of COVID19. Infrastructure maintenance will have the bulk funds collected to provide the city with a dedicated fund for maintenance and infrastructure projects for existing roads, bridges, drainage, NORD recreational centers, and senior centers. Since 2005, the city has spent 1.5 billion dollars on new infrastructure without long term funds to support upkeep.
- Housing and Economic Development, in New Orleans 50% of renters are cost-burdened because rent in the city has gone up and continues to increase. This millage would provide affordable housing units, rental assistance, new housing construction, down payment assistance, home repairs for seniors. The city is already working on these initiatives but the mileage would provide more support. The Housing mileage will be packaged with Economic Development.
- Economic Development, the milage dollars would help us create an equitable and diverse economy and help with the impact of COVID19 so that all of our residents that continue to be unemployed or underemployed and the decrease in economic activity citywide. This mileage is going to provide the city's ability to invest in some projects such as the redevelopment of the sixth flag site, provide job opportunities, prioritize support for small businesses such as a Lower Ninth Ward, New Orleans East.
- Early Childhood Education and New Orleans Public Library, 30% of New Orleans 3rd graders are reading at grade level. This has a huge impact on long term success because literacy affects all areas of academic achievement. 7,000 kids are at risk and do not have access to early childcare. Quality Care is unaffordable for the middle class and low-income families for all families in the city. This hurts our economy and costs employers about 800,000 dollars a year. This would provide high-quality childcare with prioritization to low-income families and also support library operating expenses.
- Please share information with your neighbors and residents and can contact the Mayor's Office of Community Engagement. Talva Burnette is a Neighborhood Liaison for District B who is attending the meeting tonight as a representative.

- A reminder announcement about the December 5th election date is made. All three propositions will be on the ballot in addition to runoff elections. It is encouraged that residents exercise their right to vote.
- Director Emily Wolff closes out her discussion with an invitation to ask questions. No questions were asked.

7:50-8:00: Community Announcements: Neighborhood Liaison District B Talva Burnette

- Talva Burnette from the Mayor's Neighborhood Engagement Office with a reminder for residents to keep in mind the millage discussed by Director Wolff. More information about the Mayor's Neighborhood Engagement Office can be found on <https://nola.gov/neighborhood-engagement/>
- Talva Burnette encourages 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. Keep in mind the length of the ballot and important quality of life measures. There is female reproduction, Sporting, tax information as well as other topics that can affect the quality of life in our city.
- Neighborhood Summit will take place virtually on November 11th and 12th from 5:30 pm - 7:30 pm. Registration link is [www.2020neosummit.eventbrite.com](http://www.2020neosummit.eventbrite.com)
- Broadmoor Group A Pre-Construction Community Teleconference Meeting on Thursday, October 29th at 6 pm. The construction will take place in Broadmoor and affect residents directly such as having noise and trucks on residential streets. More information about where and when the construction of new streets will be announced at a later date. Please register at [nola.gov/neoevents](http://nola.gov/neoevents) to access the October 29th meeting via Webex.
- BIA Executive Director Sarah Pritchard asks if there are announcements from in-person and virtual attendees. There were no additional announcements made.
- Free LoveMOOR signs are available and free Parcel Fee flyers are accessible to all residents. Online information about the Parcel Fee can be found on [www.broadmoorimprovement.com/parcel-fee](http://www.broadmoorimprovement.com/parcel-fee)
- The October neighborhood meeting will be on Monday, November 16, 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.
- BIA Executive Director Sarah Pritchard thanks guests for attending the meeting.