



MINUTES
MARKETING & COMMUNITY ENGAGEMENT COMMITTEE
OF THE
NEW ORLEANS REDEVELOPMENT AUTHORITY
August 7, 2024
9:30 a.m.

1. **Call to Order**
The meeting was called to order at 9:30 a.m.
2. **Roll Call**
A quorum was called with the following Commissioners present: Broussard, Sullivan, Jones, and Johnson.
3. **Review and Approval of Agenda**
On a motion duly made and seconded, the agenda was unanimously approved.
4. **Introduction of Guests**
5. **Comments from Chair**
6. **Review and Approval of Minutes from June 5, 2024**
On a motion duly made and seconded, the minutes were unanimously approved.
7. **Marketing & Community Engagement Report**
Seth Knudsen, Chief of Strategy, Programs, and Projects, began the presentation with an update on Agenda for Children Early Childhood Education Facilities Program. The meetings with the steering committee were completed on July 25th. Parts A & B application review is complete with full application release expected late August, and an additional \$520K has been allocated for NORA admin and applicant technical assistance.

Mr. Knudsen also spoke on the Urban Land Institute Real Estate Diversity Initiative, including a meeting on site, which was held on June 12th at 5601 Mayo Road.

Brenda M. Breaux, Executive Director, gave a brief presentation to the Committee on staff outreach. Propeller: Meet the Primes Networking Event was held on June 13, 2024. The Growing Green USDA Outreach was held at the 24 Carrot Farm/Upper Ninth Ward on June 13, 2024. The Finance New Orleans: Resilient New Orleans Innovation Showcase was held at the New Orleans Jazz Market on June 25, 2024. The Jericho Road Episcopal Housing Initiative Film Screening & Panel Discussion was held at Tulane University on June 27, 2024.

Ms. Breaux also spoke about the City of New Orleans's Housing Ecosystem Plan. The plan

outlines strategic recommendations to create a more equitable, affordable, and resilient housing market. Ms. Breaux and the committee members had an extensive conversation regarding the Housing Ecosystem Plan.

Mr. Knudsen concluded the presentation with an update on NORA's Summer newsletter put together by Boombox, NORA's social-media manager and marketing consultant. The newsletter featured the Lower Ninth Ward Tiny House partnership with Louvis Services, Travelers Aid Society & Tulane University URBANBuild, German Parliament Committee on Housing, Urban Development, Building & Local Government delegation visit and tour, and St. Claude Revitalization Program partnership with City of New Orleans announcement.

Mr. Knudsen concluded the presentation with an update on upcoming marketing and outreach. NORA's online auction is scheduled for September 17-18, 2024, the Early Childhood Education Facilities Program application release is expected in late August, and St. Claude Corridor Retail Opportunity Market Study contractor selection is in progress.

8. Other Matters

9. Public Comment

10. Adjourn

On a motion duly cast and seconded, with all in favor, the meeting was adjourned at 10:05 a.m.



Hattie Broussard, Committee Chairperson