



MINUTES
MARKETING & COMMUNITY ENGAGEMENT COMMITTEE
OF THE
NEW ORLEANS REDEVELOPMENT AUTHORITY
February 5, 2025
9:30 a.m.

- 1. Call to Order**
The meeting was called to order at 9:38 a.m.
- 2. Roll Call**
A quorum was called with the following Commissioners present: Broussard, Sullivan, and Jones. Commissioner Johnson was absent.
- 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 August 7, 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 NORA's Fall 2024 Newsletter. The newsletter announced the award for the Early Childhood Education Facilities Grant Program, the groundbreaking at the Louisiana Avenue Firehouse, an update on the Lower Ninth Ward St. Claude Avenue Retail Market Study, and a spotlight on one of NORA's newest staff members, Cooper Komatsu and his accomplishment winning Scrabble, a game show on the CW. Mr. Knudsen also provided an update on NORA's 2024 Annual Report.

Mr. Knudsen stated that NORA's Executive Director, Brenda M. Breaux, was featured in City Business and Biz New Orleans.

Ms. Breaux stated that she participated in a segment on CNBC Digital speaking on the upcoming 20th anniversary of Hurricane Katrina.

Mr. Knudsen then continued with an update on media coverage of the demolition at the former Six Flags site. The demolition was originally set for December 7, 2024, but a minor setback postponed it until January 25, 2025. Commissioners Stumpf and Broussard attended the demolition event.

Mr. Knudsen also provided an update on the St. Claude Revitalization and a community workshop held on February 6th. Site visits for the Early Childhood Facilities Grant Program were held in Holy Cross, Lower Garden District, and New Orleans East. A virtual community meeting was held on February 13th for 1141 Esplanade Avenue.

8. **Other Matters**

9. **Public Comment**

10. **Adjourn**

On a motion duly cast and seconded, with all in favor, the meeting was adjourned at 10:02 a.m.



Hattie Broussard, Committee Chairperson