



MINUTES
MARKETING & COMMUNITY ENGAGEMENT COMMITTEE
OF THE
NEW ORLEANS REDEVELOPMENT AUTHORITY
June 4, 2025
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, 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 February 5, 2025**
On a motion duly made and seconded, the minutes were unanimously approved.
7. **Marketing & Community Engagement Report**
Brenda M. Breaux, Executive Director, began the presentation on the Katrina 20 campaign. Calm Dog Productions has been selected for NORA's 20 for 20 video series. 20 short social media-ready stories to be produced by August, finished product to be produced by July 23rd and public rollout begins August 4th. Boombox has started a NORA PR campaign Dream, Develop, Deliver. The purpose is to further position NORA as a proven go-to trusted partner and leader in revitalizing communities and catalyzing development across the city.

Ms. Breaux continued her presentation on the 2024 Annual Report and St. Bernard Circle both have features in Biz New Orleans and City Business magazine.

Ms. Breaux informed the commissioners on NORA's Auction which will take place on June 17-18, 2025. There are 109 properties listed in the auction. Construction is complete on the NSP2 homes and a Broker's open house was held on 4/9. In the Affordable Housing Pilot Program (100 Day Challenge), two (2) homes are complete and two (2) are near completion. The permits were issued on February 26, 2025, the Certificate Of Occupancy on May 2, 2025, and June 3, 2025, the parade of homes event will be held on June 7, 2025, from 12pm – 2pm.

Ms. Breaux also spoke on NORA's community engagement. NORA's staff participated in a Bystander Response training with EMS. Staff learned how to perform CPR, use an AED, and administer Narcan. Staff also participated in the People's Housing + Summit on May 15th where our very own Executive Director was the keynote speaker. Louvis Services 10th Anniversary Open House Celebration was held on May 16, 2025. The Early Childhood Education Facilities held an Early Learning TA session on May 23, 2025. The St. Claude Corridor Retail Opportunity study Community Workshop was held on April 10, 2025, and a community organization collaboration workshop was held on May 28, 2025. The Executive Director and In-House Counsel led a CLE at the New Orleans Bar Association on Acquisition, Leasing, and Redevelopment of Publicly Owned Assets on May 28, 2025. NORA's upcoming events are the Community Development Committee presentation at City Hall on June 18, 2025, Housing Trust Fund Advisory Board presentation in the City Council Chambers on June 18, 2025, and Bling Your Block Beautification Event in Central City on June 21, 2025.

Ms. Breaux concluded her presentation with social media updates. On Instagram an increase of +30% followers from March to May and most popular posts were related. On Facebook an increase of +106% views were seen from March to May, and the most popular posts were housing related the ECE Facilities Program. On X/Twitter the most popular posts were event related. GovDelivery - eblasts had almost 20,000 total recipients from March to May and 41.5% of recipients opened the email. On NORA's website, the highlights are the new banner for Auction 2025, interactive property map for the 2025 auction and the new banner for St. Bernard Circle. Ms. Breaux discussed the website navigation preparations for Katrina 20 campaign, updates of new NORA-related headlines and upcoming reorganization of the website navigation.

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