



MINUTES
MARKETING & COMMUNITY ENGAGEMENT COMMITTEE
OF THE
NEW ORLEANS REDEVELOPMENT AUTHORITY
October 8, 2025
9:30 a.m.

1. **Call to Order**
The meeting was called to order at 9:34 a.m.
2. **Roll Call**
A quorum was called with the following Commissioners present: Broussard, Sullivan, Jones and Hammond. 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 June 4, 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 at 20 campaign. There was massive social media growth. The focus is to retain and maintain the growth.

Ms. Breaux continued her presentation with the conferences and community engagement events NORA staff attended. Ms. Breaux participated as a panelist at Ashe Cultural Arts Center's Twenty Years After Katrina: Building A More Resilient New Orleans and led a Funder's Roundtable discussion with the CEO of Enterprise Shaun Donovan. Ms. Breaux attended the NeighborWorks Training where NORA received their Partnership Award. Staff participated as panelists at the Katrina 20 Lower 9 Housing Summit and The Katrina Sustainability Panel at Gallier Hall. NORA staff put on an internal K20 video watch party. NORA participated in Habitat for Humanity's Still Rising Forum. Our own commissioner Sullivan participated as well. NORA staff also participated in Urban Land Institute REDI: Final Presentation and Graduation on September 3, 2025.

Ms. Breaux informed the commissioners that NORA has been featured in City Business and The New Orleans Agenda for the Small Business Marketing Program; The Times Picayune for Six Flags; Verite News for NOLA Public Schools Redevelopment and was mentioned

in The Biz regarding “High Times” in Housing.

Ms. Breaux also spoke about the NOLA Public Schools community meetings that were held on September 23 & 25, 2025. In addition to the meetings, a survey has been circulated and posted on our website seeking feedback on the use of the NOLA Public School sites.

Ms. Breaux continued her presentation with information on the Tulane Avenue Non-Congregate Housing RFP release and info session which was held on September 15, 2025 & October 7, 2025. She also spoke on Outreach Activities for the ECE Facilities. Letters were sent out on September 22, 2025 to applicants informing them of updated program policies, their application status and the launch of a readiness assessment process. Staff also began conducting one-on-one meetings with applicants in the pipeline and participated in a ribbon cutting on October 4, 2025.

Ms. Breaux gave an update on recent and upcoming NORA events: Early Partners ribbon cutting on October 4, 2025; Tulane Ave RFQ Zoom on October 7, 2025; City Council Food Incubator Hub CEA Introduction and Housing Trust Fund CEA introduction October 9, 2025; New Orleans Early Education Network Steering Committee Presentation October 15, 2025; NORA City Council Budget presentation October 20, 2025; and City Council Food Incubator Hub CEA Approval on October 23, 2025.

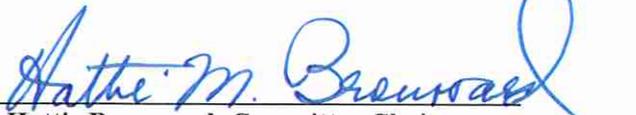
Ms. Breaux concluded her presentation with social media updates. On Instagram, the key insights (August 1 to October 1) were the Katrina 20 to 20 videos. The number of followers was up 750%, views were up 600%, and the interactions were up 400%. The most popular post was Katrina 20 at 20. On Facebook, the key insights (August 1 to October 1) were the Katrina 20 to 20 videos. The total number of followers was up 2% and the views were up 240%. The most popular post varied. On X/Twitter, followers passed the 1,000 mark (1,047). The most popular posts were event-related and Katrina 20 at 20. GovDelivery – eblasts were sent 36,000 total recipients in August and September and 40% of recipients opened the eblasts. On NORA’s website, the highlights were the advertised NOLA PS community meetings, Tulane Ave. solicitation, thousands of views to Katrina 20 landing page, added Tulane Ave Redevelopment webpage and the revamped ECE webpage. NORA in Action: Ms. Breaux was featured in Biz New Orleans as one of their Real Estate Influencers.

8. Other Matters

9. Public Comment

10. Adjourn

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


Hattie Broussard, Committee Chairperson