

## **ERTCA Board Meeting. Minutes- April**

Esplanade Ridge/Treme Civic Association  
Board Meeting  
April 7, 2010

Meeting called to order by Michele Braden in Bill Edwards' residence on Esplanade Avenue at 6:35 p.m.

Board Members present: Bill Edwards, Matt Norton, Michele Braden, Gregory Douglas, L.T. Thomas, Marva Arceneaux and Rhodesia Douglas.

Not Present: Hilda Young and Steve Goulet

Agenda Items:

1. **Report on Meeting with Robert Howell of CNN--** Michele went with L.T. and Marva and met with Robert Howell from CNN to provide background for a story on Treme history and culture in conjunction with the new HBO series. Historic Treme was also invited to attend but declined to send a rep. The creole culture of Treme was the main focus. Michele felt it was a good opportunity to get publicity for ERTCA.
2. **Bethany House Update-** Michele proposed ERTCA send out letters to realtors active in the neighborhood warning them of the potential rehab facility going into this building. Board agreed generally this was a good idea. Michele is sending a letter to the president of Gulf Coast Housing formally asking for them to donate the building to the RSD to be used as a cooking trade school for John McDonough. Michele has a meeting April 15 at 1 pm with Paul Vallas and asked for other board members to considering coming to that meeting.
3. **Report on Tree Planting Discussion on Ceremony -** Bill has planted Felicia's tree in the neutral ground of the 2000 block of Esplanade. Michele will contact Marie Marcal about putting together a dedication ceremony.
4. **Planning of Membership Drive-** Michele is fleshing out a membership drive letter based on Rhodesia's draft with an anticipated mailing date of May 4<sup>th</sup>. The board voted unanimously to establish 4 new levels of membership at \$2,000, \$1,500, \$1,00 and \$500 per year. Board felt something should come with this membership. Michele proposed developing a calendar with architectural features; perhaps a velvet bookmark with Gayerre Monument imprinted on it. There is a St Charles Art Shop that would be reasonable in pricing this out. Board agreed that Michele should investigate this. Michele stated ERTCA may want to develop a Christmas card sent out to whole neighborhood to increase community awareness of the organization. A poster of an Esplanade Ridge Landmark would also be a good membership handout. Michele will pursue possible funding help from Pres Kabacoff. Matt stated that a database of existing and past members also needs to be compiled.

5. **Discussion on Plantings for Gayerre Park-** Michele is asking Parkway Partners for names of Landscape Architects who would work Pro-Bono. Parkway Partners will donate plants if on their list. Board would like to see a design like that of Joan of Arc Park in the French Quarter. Bill will ask Churchill Downs if they would donate to pay Landscape Architect fees to develop a plan. With a plan it would be easier to fund raise.
6. **Appreciation of Historic Architecture Class-** Michele discussed an idea she had for ERTCA to sponsor a Historic Appreciation Class during the summer with John McDonough High School. 3 Qualified Architects would teach 3 one-hour sessions on consecutive Saturdays during the summer. A walking tour and nice lunch would follow each session Certificates would be issued to the students. It would be a chance to increase neighborhood awareness. Board was generally in favor but worried about student interest in the summer. Michele will ask Hilda about spearheading this with the PRC's help.

Meeting was adjourned at 8:15 pm.