

DDD Commission Meeting
October 13, 2015, 8:00 a.m.
Camelot Club, 451 Florida Street, 21st Floor

Attending: Scott Hensgens, Gordon LeBlanc, Cheryl McCormick, Melanie Montanaro, Sevetri Wilson

Absent: Fran Gladden, Ric Kearny

Others in Attendance: Logan Anderson, Joe Anthony, Alicia Baron, Tom Bergman, Gary Black, Virginia Black, Ben Blackwell, Shannon Blakeman, Timothy Boone, Maggie Bowles, Ryan Broussard, Kevin Broussard, Patrick Browne, Neva Butkas, Helen Butts, Gayle Carnahan, Jonathan Cary, Michele Casi, Margaret Chappius, Renee Chatelain, Whitney Cooper, Michael Day, Rachel DiResto, Sgt. Dominic Distefano, Jason Dominique, Mary Durusau, Lynley Farris, Judy Foust, Ranah Gray, Matt Harrison, Tom Holden, Courtney Hunt, Mary Johnson, Bliss Kelley, Stephanie Landry, Lori Lasseigne, Justin Lemoine, Jason Lockhart, Diane Losavio, Staci Manning, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, David Meville, Mikela Nagura, Tim Nesmith, Chris Nichols, Mary Olinde, Jessica Ottaviano, Tamara Palmer, Melissa Parmelee, Michael Petty, Lluvia Peveto, Casey Phillips, Duane Pierce, Andy Pino, Eric Poche, Tina Rance, Margaret Read, Eric Relle, Leif Remo, Davis Rhorer, Stephanie Rivers, Bob Schmidt, Ray Scriber, Larry Selders, Casey Sessums, Darlene Shingleur, Sarah Stafford, Karen Stagg, Craig Stevens, Emily Sulzer, Casey Tate, Boo Thomas, Veach Tucker, Clark Vega, Gabe Vicknair, Sadler Ward, Councilwomen Tara Wicker, Richard Wiley

1. Mr. Scott Hensgens called the meeting to order.
2. Mr. Scott Hensgens declared a quorum.
3. Mrs. Cheryl McCormick moved to approve the agenda, Mrs. Melanie Montanaro seconded and the agenda was approved.
4. Mrs. Melanie Montanaro moved to approve the September 8, 2015 minutes, Mr. Gordon Leblanc seconded and the minutes were approved.

Mr. Davis Rhorer thanked the Camelot Club for hosting the meeting.

5. Board Action – There was no board action.

6a. Governmental Issues – Courtyard by Marriott – The Commission viewed, via PowerPoint, a rendering for the Courtyard by Marriott. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that Windsor Aughtry, owner of the Courtyard by Marriott, has been meeting with the Metropolitan Council members. The TIF will be brought back before the Metropolitan Council, Wednesday, October 28, 2015. Mr. Gordon LeBlanc encouraged everyone to contact their Metropolitan Council representative and express the importance of the TIF for this \$22 million investment.

6b. Development Initiatives – International Downtown Association – The Commission viewed, via PowerPoint, a photograph of the award ceremony. The Downtown Development District, in conjunction with the East Baton Rouge City-Parish, has received the Award of Merit

from the International Downtown Association for the transformation of River Road into a 'complete street. This is the eighth year in a row that the International Downtown Association has recognized the DDD's leadership and management in the development of Downtown Baton Rouge's public spaces. Mr. Rhorer thanked everyone involved with the project.

Commerce Building / Magpie – The Commission viewed, via PowerPoint, a rendering of the proposed renovations to the interior of the building. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that Magpie will be opening in the first floor of the Commerce building.

Red Stick Revelry – The Commission viewed, via PowerPoint, an image of the Red Stick logo. Ms. Rannah Gray briefed the Commission about Red Stick Revelry 2015 New Year's Eve and the Champagne Stroll scheduled for December 10, 2015. VIP tickets are available for the Champagne Stroll and everyone was encouraged to visit the website at www.redstickrevelry.com. Musical entertainment will be provided by Phat Hat with special guest Sheriff Bud Torres. Sheriff Torres expressed his excitement to be a part of the event.

Coca Cola Sign – The Commission viewed, via PowerPoint, a photograph of the sign. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that Baton Rouge Area Foundation, The Arts Council and Mr. Michael Crouch, owner of the building, continue to work on the agreement.

Downtown Residential Façade Grant Program – The Commission viewed, via PowerPoint, photographs of improvements completed on various properties. Ms. Whitney Cooper informed the Commission that the Downtown Development District (DDD) recently completed the third round of the Residential Façade Grant Program. The program offered a matching grant of up to \$500.00 for eligible improvements. The DDD has approved 18 grants within Spanish Town and Beauregard Town.

Riverfront Gateway Lighting RFP – The Commission viewed, via PowerPoint, photographs of proposed lighting. Mr. Rhorer informed the Commission that Traffic Engineering is currently working on the RFP for the lighting under the Interstate.

City Hall Plaza – The Commission viewed, via PowerPoint, an image of the renderings of the conceptual design for City Hall Plaza. Mr. Gabe Vicknair informed the Commission the designers are finalizing construction drawings. The Metropolitan Council approved to expand the project sprinkler system and the design for the project is expected to be complete by the end of 2015. If the construction funds are approved by the Metropolitan Council construction should begin early 2016.

Repentance Park – The Commission viewed, via PowerPoint, a photograph of the current construction. Mr. Vicknair informed the Commission that the project is expected to be complete in approximately one month.

North Blvd. Town Square II – The Commission viewed, via PowerPoint, images of the proposed rendering. Mr. Vicknair informed the Commission the project is in line to be reviewed and approved within the next few weeks followed by preparing the bid package. DOTD is expected to advertise bids within the next three months.

River Road Multi- Use Path – The Commission viewed, via PowerPoint, an image of the proposed rendering. The DDD received a \$150,000 grant to continue multi use pathway and tree planting towards the IBM development. Currently finalizing RFQ and the survey work will begin soon. Mr. Rhorer informed the Commission that the Corps of Engineer will be implementing stabilization work on the west side before the project can begin. The project is expected to begin in 2016.

Downtown Bike Racks – The Commission viewed, via PowerPoint, photographs of the bike rack. Ms. Whitney Cooper informed the Commission that the City received a grant from Congestion Mitigation & Air Quality program in partnership with CRPC. The grant will provide approximately 70 bike racks throughout the downtown area. The contract was awarded to Iron Works, LLC. A preconstruction meeting has been scheduled for Friday, October 16, 2015 and the racks are projected to be installed the end of 2015 or early 2016.

EPA Bike Share – The Commission viewed, via PowerPoint, a photograph of the bike tour. Ms. Cooper informed the Commission that in early 2015 the City in partnership with DDD, CRPC, BRAF and CPEX received a grant to obtain a bike share development strategy for downtown. The grant funded a 2 day workshop by experts to provide a plan for downtown Baton Rouge. EPA has finalized the plan which outlines the next steps involved in implementation of a bike share program and the plan is posted on the DDD web page.

Bartram Trail – The Commission viewed, via PowerPoint, a photograph of the trail marker. Ms. Cooper informed the Commission that Baton Rouge Bartram Trail Marker Dedication was held Thursday, September 10 at 5:30 p.m. Mr. Rhorer thanked everyone involved with the ceremony.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Mr. Vicknair informed the Commission that North Blvd design plans are complete. East Blvd. 95% preliminary designs are currently being reviewed. East Blvd. and North Blvd. have separate funding sources construction on both projects will commence 2016

Downtown Maintenance Committee – The Commission viewed, via PowerPoint, an image of the flyer for the “Secret Sanitizer” Campaign. The Education Committee has initiated an anti-litter campaign “We Live It”. The campaign will take place from Oct. 14 – Nov. 4, 2015 and volunteers will distribute gift cards from CC’s and Raising Canes to anyone they see placing trash in the receptacles. The next full committee meeting is scheduled for Thursday, November 19, 2015.

Florida and Lafayette Streetscape – The Commission viewed, via PowerPoint, an image of proposed renderings. Mr. Vicknair informed the Commission that project is currently being finalized by Department of Public Works. The streetscape improvements will include replacing trees along Lafayette and Florida Streets and adding seating areas along Florida Street.

New Businesses – Fresh Bowls – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that Fresh Bowls will be opening within the next two weeks at 340 Florida Street. The restaurant will feature salads and wraps.

Cordon Rouge Bistro – The Commission viewed, via PowerPoint, photographs of the exterior of the building. Each Commissioner received a copy of the newspaper article. Matt Harrison, general manager, informed the Commission that the bistro will be primarily French cuisine with a focus on breakfast and lunch. They will open for dinner Thursday through Saturdays. Ms. Rhonda Crosswhite, owner, informed the Commission that they will be using fresh local products from the Red Stick Farmer's Market and expressed her excitement to be downtown.

Events – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Casey Tate briefed the Commission on the following events.

- Live After Five – Oct. 16, 23
- Sunday in the Park – October 18,25, Nov. 1, 8
- White Cane Safety Day – Oct. 15
- Light the Night Walk – October 18
- 13th Gate/ Necropolis – October 15,16,17,22 – 31
- St. James Episcopal Day School Open House – October 27
- Louisiana Book Festival / Zombie Run / Halloween Parade – October 31
- Uncorked – November 5
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. The DDD continues to implement the plan with the greening of downtown.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, an image of the CPEX logo. Mrs. DiResto informed the Commission that the Louisiana Smart Growth Summit is scheduled for November 3 – 5, 2015. Everyone was encouraged to visit www.summit.cpep.org for more information.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer briefed the Commission on the following:

- Mobile Markets
- Red Stick Sprouts – Oct. 24th
- BREADA will be celebrating their 19th anniversary November 7, 2015

Mr. Rhorer encouraged everyone to visit the market during the week.

Holiday Shop Hop – Ms. Maggie Bowles informed the Commission that Visit Baton Rouge, DDD, Arts Council, DBA and Destination Downtown have partnered to bring Holiday Shop Hop downtown. Local businesses are encouraged to participate by providing space to vendors in your business during the day of the event. The event is scheduled December 10 from 11:00 a.m. – 8:00 p.m. inaugural

Downtown Business Association (DBA) – The Commission viewed, via PowerPoint, an image of the DBA logo. Mrs. Alicia Baron briefed the Commission on the following events:

- Holiday Shop Hop
- Red Stick Revelry
- Secret Sanitizer volunteers
- Live After Five
- DBA Open House – Oct. 28 – 11:30 – 1:00 p.m.
- Lunch and Learn – November 5
- Social – December 3

8. **Correspondence** – There was no correspondence.

9. **Public Comment** – Ms. Judy Foust briefed everyone on the Crafts Saves Lives/ Christmas in November Sale. All items are made by the Cambodia ladies, and all proceeds are returned to Cambodia to help the ladies of Cambodia develop economic self-sufficiency and to provide scholarships for college students. The craft sale will take place throughout the month of November in the gymnasium at the First United Methodist Church.

- Fr. Pat Mascarella briefed everyone on the White Cane Safety Day scheduled for October 15 from 9:30 a.m. – 2:30 p.m. The event is sponsored by Louisiana School for the Visually Impaired and is held each year to inform the public on blindness awareness and safety.
- Ms. Stephanie Landry, Elevator Projects, encouraged everyone to attend the fundraiser “The Asylum”, for The Walls Project Art & Design Center, Friday, October 30, 7:00 p.m. – 10:00 p.m. at the Walls Project office located in suite # 102 of the Chase Towers
- Ms. Margaret Chappius informed everyone that Hotel Indigo is hosting a health fair at the Lyceum, 124 Third Street on Wednesday, October 28 from 11:00 a.m. – 4:00 p.m. The event will include blood drives; food and clothing drive and also bring awareness to Sarcoidosis.
- Ms. Helen Butts briefed everyone on the open house for St. James Episcopal Day School which is scheduled for Tuesday, October 27 from 5:45 p.m. – 7:00 p.m.

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- Ms. Jessica Ottaviano, The Arts Council, briefed everyone on the member circle “Scene Rouge”. For \$35.00 a year the member will have access to discounted tickets for performing arts events throughout Louisiana. Anyone interested was encouraged to visit www.artsbr.org.

Mr. Rhorer recognized Ms. Chris Nichols for her assistance with the DDD Tax Renewal.

Meeting adjourned at 9:00 a.m.