

DDD Commission Meeting
January 12, 2010, 8:00 a.m.
Turner Gallery, LSU Museum of Art, 3rd Floor of the Shaw Center for the Arts,
100 Lafayette Street

Attending: Cheri Morial Ausberry, Derrell Cohoon, Norman Chenevert,
Fran Gladden, Van Mayhall, Chris Nichols

Others in Attendance: Lt. Raymond Alexander, Raymond Allmon, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Paul Arrigo, Annabelle Armstrong, Jo Landry Bagwell, Susan Bailey, Ed Batson, Mary W. Baus, Kyle Beall, Michael Beck, Danny Belanger, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Carla Bergeron, Jennifer Berniard, Ricky Besson, Gary Black, Jenny K. Branton, Brittany Bland, Mary Boston, Danny Breaux, Kayla Brewer, Dave Briggs, Jeremy Broussard, Kevin Broussard, Christina Bourg, Chip Boyles, Dana Brown, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Rex Cabaniss, Patricia Calfee, Gayle Carnahan, Nancy Carter, Ashley Casey, Trey Castleberry, Lindsey Cavalier, Jack Chapman, Linda Chauviere, Charles Coates, Erin Cocharn, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Cpl. Don Coppola, Todd Cooper, Whitney Cooper, Paul Counce, Sara Courtney, Ron Crum, Sandra Daire, Melissa Daly, Pete Darling, Miriam Davey, Emmett David, Nedra Davis, Angela DeGravelles, Andi DeJohn, Rachel DiResto, Lauren Dodds, Patrick Downs, Huey Dugas, Jeff Duhe, Katherine Dunstan, Lacey Dupre, Mary Durusau, Ryan Dwyer, Scott Dyer, Kelli Eason, Kendrick Ebanks, John Eblen, Eric Engeman, Nikki Essix, Pauline Ewing, Bart Farmer, Natalie Fielding, Derek Fitch, Carley Fleming, Jessica Foleg, Janatha Forrest, Leslie Foster, Carole Fredrickson, Steve Fuller, Gail Gaiennie, Ed Gaskin, Susan Gavrelis, Bryan Gerace, Josh Gettys, Lydia Gikas, Debbie Gill, Brian Goad, Krista Goodin, Derek Gordon, Gary Graham, Selena Grant, Jill Green, Blaine Grimes, Becky Gustafson, Lauren Gutierrez, Rev. Howard Hall, Jennifer Hall, Jill Hancock, Tyelise Harrison, John Hart, Dawn Hebert, Michelle Hebert, Kristin Hebert, John Helm, Vida Henderson, Walker Higgins, Kim Hodgeson, Robert Hodges, Ryan Holcomb, Jeff Holeman, Jake Holinga, Helen Holland, Eric Holley, Capt. Virginia Holmes, Mona Holthaus, Lael Holton, Danielle Honeycutt, John Hough, Marielle Howard, Alice Howe, Rose Hudson, Nicole Huffstetier, Joe Hynes, David Jacobs, Lt. Stephenia M. Jackson, Staci Jamieson, Ted James, Ingrid Payne Johnson, Tammy Johnston, Brian Jones, Emma James, Ernest Junius, Billy Kelley, Bridget Kerley, Patte Keogh, Eddie King, Ashley Laborde, Leigh Lafarque, Dana LaFonta, Mark Landry, Lori Lasseigne, Debbie Lapeyrouse, Rashad Lave, Rosemary LeLeaux, Justin Lemoine, Jin Lee, Stacey Levert, Eric Lewis, Tom Livesay, Chris Loan, Terrence Lockett, Jason Lockhart, Khrystina London, Diane Losavio, David Madden, Katie Maloney, Nicole Marshall, Rachel Marionneaux, Brian Marshall, Camm Martin, Patrick Mascarella, Katherine Mason, Dee Mather, Jeanne McCollister, Al McDuff, John Melancon, Tommy Milazzo, Jason Miller, BJ Militello, Donna Mitchell, Sonia Morales, Karen Moreau, Micah Morgan, Penny Murray, Rose Mustain, Richard Neal, Gordon Nelson, Steven Noel, Rod Nunez, Jennifer Ocken, Greg Palmer, Glenda Parks, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Eric Poche, Mitch Poche, Kenneth Pointer, Regina Porter, Skipper Post, Stuart Poulton, Mike Prejean, DeDe Preno, Vincent Price, Tina Rance, Eric Relle, Daniel Rhodes, Davis Rhorer, Malcolm Richard, Tina Righteous, Chris Rinaudo, Bob Robe, Sage Roberts, Darryl Robertson, George Robins, Emmett Robbins, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Thomas Ryan, Scott Saltmarsh, Allision Saunders, Kristen Sanders, James Schafer, John Schneider, Ben Schultz, Larry Selders, Lonnie Seals, Casey Sessums, Tim Seymour,

Ann V. Shaneyfelt, Katrina Shaw, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, John Smith, John Snow, Michael Songy, Kathleen Spencer, Lorelle St. Aime, Karen Stagg, Bill Stark, Mary Stein, Jennifer Stenhouse, John Stewart, George Strain, John Streva, Kelly Stutes, Jan Sumrall, Lauren Sylvest, Cherry Talbert, Claiborne Tanner, Suzie Thomas, Matthew Thomas, John Sykes, Michael Thomassie, Katie Thompson, Anna Thibodeaux, Archie Tiner, Jr., Suzie Thomas, Christopher Toombs, Berry Trascher, Pat VanBurkleo, Clark Vega, Kiran Vemuri, Gabe Vicknair, Barry Walls, John Walters, Elizabeth Weinstein, Adam Werth, Hampton West, Jay Westerfield, Emily Wharton, Councilwoman Tara Wicker, Bubba Willis, Seveti Wilson, Kate Wilson, Beau Wolfe, Erin Wood, Renee Woods, Melissa Woolridge

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Ms. Fran Gladden moved to approve the Dec. 8, 2009 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

5. Board Action – Nominating Committee –The Commission viewed, via PowerPoint, photographs representing the goal areas of the DDD. Each Commissioner received a copy of the proposed slate of 2010 officers. Mr. Norman Chenevert presented the slate of nominees for the 2010 officers as follows: Van Mayhall, Jr., Chairman; Cheri Ausberry, Vice Chairwoman, Christine Nichols, Treasurer; Norman Chenevert, Secretary. **Mr. Norman Chenevert moved to adopt the nominees as presented, Ms. Fran Gladden seconded and the nominees were unanimously approved as presented.**

Mr. Rhorer thanked Mr. Tom Livesay, LSU Museum of Art, for hosting the meeting and encouraged everyone to support the museum. Mr. Rhorer also congratulated Mr. Van Mayhall on his chairmanship for next year as well as the board for their dedication to downtown.

6a. Governmental Issues – 2011 Federal Appropriations request – The Commission viewed, via PowerPoint, aerial photographs of proposed renovations to the old city dock and existing bike path. Mr. Rhorer received an email from Mr. Mike Futrell, Chief Administrative Officer, requesting assistance in applying for federal appropriations request for the following projects:

- Improvements to existing dock – new floating dock
- Extension of the levee-top bike path northward from Laurel Street to River Park

6b. Development Initiatives – North Blvd. Town Square – The Commission viewed, via PowerPoint, North Blvd. related slides. Each Commissioner received copies of the newspaper articles. Mr. Rhorer informed the Commission that the Department of Public of Works has signed off on the 60% construction drawings. Following is the timeline for the project:

- February 1 - 90% CD's are due
- March 12 –100% CD's are due
- May 20 – Construction begins

The DDD will be working with the joint venture on sponsorship packages for components of the plan.

Interactive Map Phase II – The Commission viewed, via Power Point, an image of the interactive map as shown on the DDD web page. Mr. Gabe Vicknair informed the Commission that he has begun working on Phase II of the interactive map and it will include the following categories:

- Churches
- Governmental Buildings: City and State
- Special services

The interactive map is accessible on the DDD web site and gives directions, parking information about downtown, and a summary of the businesses.

Downtown Greenway – The Commission viewed, via Power Point, photographs of the proposed downtown greenway. Each Commissioner received a copy of the proposed Downtown Greenway presentation. Mr. Rhorer presented the proposed Downtown Greenway concept. The concept includes the following components: Linear Parks, Open Spaces, Bike Paths, Walking Path, Pedestrian Lights, Trash Receptacles and Emergency Call Centers. The proposed Greenway will connect communities to each other, and will act as an economic development tool. Following are the benefits of greenways found throughout our nation:

- Encourage Health and Well being
- Alternative means of transportation
- Responsive to the environment
- Promote public safety
- Increased real estate values
- Spur economic development & revitalization
- Increase Tourism

The concept has been approved by the Mayor's office and the DDD is reviewing a contract from ABMB to provide cost estimates on the Greenway project.

Plan Baton Rouge Phase II – The Commission viewed, via Power Point, a photograph of the Plan Baton Rouge Phase II Master Plan. Mr. Rhorer informed the Commission that the recommendation of two-waying St. Louis and St. Ferdinand was approved by the Mayor's office. Mr. Rhorer met with Abe Farkas, an economist for the East Baton Rouge Comprehensive Master Plan and apprised him of the components of Plan Baton Rouge Phase II.

Mr. Rhorer also informed the Commission that a press conference will be held later this month announcing the release of Plan Baton Rouge Phase II and other private development announcements.

Strategic Plan Initiative – Mr. Mayhall requested that a subcommittee of the Commissioners be formed to review the structure of the Downtown Development District (DDD). The following were appointed to serve on the committee: Cheri Ausberry, Chris Nichols and Van Mayhall, Jr. The committee will look at the DDD strategically to determine if the organization has the proper structure to carry on this work for the next 20 years. **Mr. Norman Chenevert moved that the DDD form a committee of Commissioners to include Cheri Ausberry, Chris Nichols and Van Mayhall, Jr. for the purpose of looking strategically at the Downtown Development District and reporting back within 120 days of the findings, the review will also include public meetings to obtain public comments. Ms. Chris Nichols seconded and motion was approved.**

Office of Community Development (OCD) – The Commission viewed, via PowerPoint, a photograph of Mr. Chip Boyles. Mr. Rhorer introduced Mr. Chip Boyles, Director of the Office of Community Development. Mr. Boyles informed the Commission that the main focus of the organization is housing and urban development. The OCD receives between \$10 – \$14 million a year, which is put back into affordable housing programs for low to moderate housing as well as offering assistance with rental, ownership and rehabilitation. Per the Mayor’s request they are researching the possibility of utilizing funds received for economic development initiatives. Another main goal that the OCD strives for is job creation projects, these types of jobs are geared towards low to moderate income families. The Metropolitan Council has requested that the OCD office explore additional projects for a more innovative approach. OCD is also working with CPEX to help fund condominiums for affordable housing in conjunction with a mixed-use development in Old South Baton Rouge.

Capital Area Transit System (CATS) – The Commission viewed, via PowerPoint, a photograph of the CATS logo. Mr. Brian Marshall, CEO, introduced the planning manager, Mr. Kiran Vemuri. Mr. Vemuri informed the Commission that the new fleet of trolleys that will roll out later this year will be equipped with a GPS. CATS is also redesigning their website to allow tracking from your personal computers and cell phones. Mr. Marshall informed the Commission that CATS received a grant to commence a Bus Rapid Transit (BRT) study. Mr. Marshall stated that a successful BRT takes about five to seven years to deliver. In the mean time they can make operational adjustments to deliver rush hour service. The goal is to offer rush hour service which would reduce the wait time between buses at peak times, by the end of the year.

Spanish Town Parking – The Commission viewed, via PowerPoint, a photograph of the parking signage and parking permits. Each Commissioner received a copy of the newspaper article and ordinance. Spanish Town residents are in the process of receiving the parking permit hang tags. Parking will be enforced Monday – Friday from 6:00 a.m. – 6:00 p.m. Mr. Rhorer thanked everyone involved in the program.

EBR Comprehensive Master Plan – The Commission viewed, via PowerPoint, a photograph of the flyer. Mr. Rhorer encouraged everyone to attend the kick off for the EBR Comprehensive Master Plan; the event is scheduled for Tuesday, January 26, 5:30 p.m. – 7:30 p.m. at the Louisiana State Museum, 660 N. Fourth Street. For more information visit the web site at www.futureebr.com.

Downtown Green Light Signalization – The Commission viewed, via Power Point, photographs of the ribbon cutting ceremony for the downtown signalization program. Each Commissioner received copies of the newspaper articles. Mr. Rhorer informed the Commission that the signalization program is complete and will make help smooth the flow of traffic in and out of the downtown area. Traffic Engineering will continue to make adjustments to the system as needed.

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

- Foundation For Historical Louisiana Lecture – January 14
- Martin Luther King March – January 18
- Mardi Gras Parades
- Manship Theatre Events

7. Ongoing –Center for Planning Excellence (CPEX) – The Commission viewed, via power point, a photograph of the logo. Mr. Rachel DiResto thanked the Office of Community Development and Mayor’s Office for their support in the Old South Baton Rouge efforts. CPEX has worked with ten businesses to restore commercial facades and ten home owners with the home rehabilitation grant program. Ms. DiResto encouraged anyone interested in assisting with Volunteer Day on January 19th to contact her. Ms. DiResto commended the DDD for implementing several of the concepts of the Plan Baton Rouge II and encouraged anyone interested in receiving a copy of the Plan Baton Rouge II please contact her.

BREADA – The Commission viewed, via power point, a photograph of the Red Stick Farmer’s Market. Ms. Darlene Rowland briefed the Commission on upcoming events:

- Red Stick Farmer’s Market has been named one of the top five local shopping experiences in the state of Louisiana.
- Main Street Market will be closed for the Martin Luther King holiday on Monday, January 19th.

8. Correspondence – No information to report.

9. Public Comment – No public comment.

Meeting adjourned.