

DDD Commission Meeting
February 8, 2011, 8:00 a.m.
Capitol Park Welcome Center, 702 River Rd.

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon, Fran
Gladden, Danny Montelaro, Chris Nichols

Absent: Van Mayhall

Others in Attendance: Copper Alvarez, James Andermann, Gary Anderson, Chris Andrews, Heather Andricain, Stephen Arceneaux, Paul Arrigo, Jay Basist, Jeffrey Beck, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Denver Benton, Gary Black, Rebecca Bonnet, Dave Briggs, Kevin Broussard, Nancy Broussard, Mary Kay Brown, Leah Brown, Mike Bruce, Leila Brumberg, Eddie Budd, Erin Bush, Chad Calder, Patricia Calfee, Wanda Calkins, Gayle Carnahan, Renee Chatelain, Erin Cocharn, Tim Cockerham, Sandra Daire, Melissa Daly, Nedra Davis, Angela DeGravelles, Maggie Drake, Patricia Duncan, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Betsy Fazekas, Derek Fitch, Judy Foust, Marston Fowler, Sarah Friedmann, Steve Fuller, Joey Furr, Emily Gauthier, Bryan Gerace, Brian Goad, Jessica Golebiowski, Derek Gordon, Rannah Gray, Francis Grayson, Ted Griggs, John Grove, Becky Gustafson, Katie Harvey, John O. Hearin, Katherine Herald, Ryan Holcomb, Jake Holinga, Nicole Huffstetier, Ed Jenkins, John Kaufman, Bridget Kerley, Adam Knapp, Ashley LaBorde, Phillip LaFargue, Laurence Lambert, Debbie Lapeyrouse, John Leatherwood, Beverly LeBeau, Rose Marie Leleaux, Jin Lee, Susana Lee, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Bridget Kerley, Chris Maggie, Stephanie Manson, Councilwoman C. Denise Marcelle, Brian Marshall, Fr. Pat Mascarella, Brad McWhirter, Jeff Michie, Jason Miller, Todd Mitchell, Phyllis Meyer, Jeff Michie, BJ Militello, Travis Moore, Robyn Morrison, Gordon Nelson, Brent Nettles, Mikela Nagura, Lisa Nice, Jay Noland, Billy Overton, Vertina Overton, Johnny Palazzotto, Melissa Parmelee, Ron Pascual, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Kenneth Pointer, Robert Poole, Skipper Post, Stuart Poulton, Mike Prejean, Taylor Rainey, Tina Rance, Margaret Read, Davis Rhorer, William Roberts, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Samuel Sanders, Kathy Scherer, John Schneider, Joseph Scott, Larry Selders, Casey Sessums, Ann Shaneyfelt, John Shorter, John Sills, Lorraine Slade, Amy Mitchell-Smith, Lisa Smith, John Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Elizabeth Thomas, Clark Vega, Kiran Vemuri, Kathy Victorian, Teresa Vidrine, Jennifer Ward, Emily Wharton, Elizabeth Weinstein, Councilwoman Tara Wicker, Cannon Wiest, Bubba Willis, Erin Wood, Kelly Zimmerman

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Ms. Chris Nichols moved to approve the January 11, 2011 minutes, Mr. Norman Chenevert seconded and the minutes were approved.
5. **Board Action – There was no board action.**
- 6a. **Governmental Issues – There was no information.**
- 6b. **Development Initiatives – Welcome Center / AZ Young** – The Commission viewed, via PowerPoint, photographs of the Welcome Center Park. Mr. Rhorer thanked the Welcome Center for hosting the February Commission meeting. Mr. Gary Dunn, with GD Architecture, informed the Commission that the Welcome Center Park is complete and encouraged everyone to utilize the new

addition to downtown. Mr. Joey Furr expressed that the green space creates connectivity from the parking garages to lawn gardens, Pentagon Barracks, LaSalle Building as well as a programmable space.

DDD Projects Update – The Commission viewed, via PowerPoint, images of ground breaking ceremony, NBTS construction site, current vehicular circulation maps and Repentance Park. Each Commissioner received a copy of the newspaper article.

North Boulevard Town Square

Mr. Rhorer informed the Commission that the ground breaking ceremony held on Friday, January 14, was well attended. Senator Mary Landrieu and Mayor Kip Holden were present for the ceremony. The project has commenced and is projected to be completed in approximately one year from acceptance of notice to proceed. Mr. James Andermann informed the Commission that the construction fences have blocked the current pedestrian paths and will soon change the vehicular circulation. Mr. Andermann presented the pedestrian and vehicular circulation patterns for the duration of the project. The DDD will install directional signage to better assist the public.

Repentance Park – Mr. Rhorer informed the Commission that the February 2 – 4, 2011 design charette was a great success. The consultant team met with representatives from the Mayor's office, DPW and adjacent stake holders of Repentance Park. This first visit by the consultants focused on stakeholder meetings and a complete site analysis to obtain an understanding of Repentance Park to begin the design process. The designers will be back in town near the end of February to present some preliminary conceptual alternatives for the Repentance Park.

Galvez Plaza Stage Canopy – Mr. Brad McWhirter, Trahan Architects, informed the Commission that Trahan Architects has received the Notice to Proceed to develop the Galvez Plaza Stage Canopy to construction documents. The design calls for a stainless steel fully functioning stage that will be integrated within Galvez Plaza. The budget for the project is not to exceed \$900,000.00. Trahan Architects has met with event planners, vendors, River Center management and City officials to address key elements for the stage design. Below is a schedule outline:

Trahan Architects Notice to Proceed into Construction Documents – January 21, 2011

Deliver Construction Documents – 49 Calendar Days

DPW CD Review – 14 Calendar Days

Deliver Bidding Documents – 14 Calendar Days

Bidding – 40 Calendar Days

Contracting – 40 Calendar Days

Submittal Review – 45 Calendar Days

Fabrication – 100 Calendar Days

Installation – 32 Calendar Days

Float Time – 46 Calendar Days

Substantial Completion – February 4, 2011

Fr. Pat Mascarella expressed concerns regarding prevention of graffiti on the canopy structure. Mr. Derek Gordon expressed that there are products that when applied will not allow graffiti.

DDD Website homepage – The Commission viewed, via PowerPoint, images of the updated homepage. Mr. Gabe Vicknair informed the Commission that the homepage is currently being re-designed to incorporate an interactive slide show feature, a frequent links section, a spotlight section and a feed back

button. This feedback feature will allow users to correspond directly with the DDD office. The update is anticipated to be completed by the end of the month.

Baton Rouge Area Chamber (BRAC) – The Commission viewed, via Power Point, images of the logo. Each Commissioner received a copy of the newspaper articles. Mr. Adam Knapp, BRAC CEO, informed the Commission that BRAC has completed the 5 year Creative Capital Campaign. During the campaign, input from around the region was obtained about what economic development should focus on for the next 5 years. Mr. Knapp briefed the Commission on the Creative Capital Agenda for 2011- 2015, which is the strategic plan for the Capital Region’s continued national and global competitiveness.

The Campaign for a Greater Baton Rouge, and is defined by six core strategies that will guide BRAC’s activities through 2015. The six core strategies are:

1. Job Creation
2. International Development
3. Entrepreneurship and Innovation
4. Global Branding:
5. Talent Development
6. Regional Competitiveness

Mr. Knapp introduced Mr. Terry Jones, head of the Regional Innovation Organization (RIO). Mr. Jones expressed that the main focus is the connectivity of innovative assets. RIO will provide assistance to budding entrepreneurs enhancing Baton Rouge’s Entrepreneurship mentality. Terry will also be working to develop alternative sources of capital to help fund innovative ideas. Lastly, the Regional Innovation Organization will work with entrepreneurs in taking their ideas all the way to the market. Essentially, RIO is a business incubator that will help entrepreneur hone their concepts, find funding for the ideas and bring them to market. Mr. Rhorer commended BRAC on the initiatives they are implementing.

Baton Rouge Film Commission – The Commission viewed, via Power Point, an image of the logo. Each Commissioner received a copy of the newspaper articles. Mrs. Amy Mitchell-Smith informed the Commission that in 2010 Baton Rouge saw a local direct expenditure of an estimated \$196 million and 33,500 hotel room nights for the industry. Of the 26 films and television productions in Baton Rouge seven were shot in downtown Baton Rouge. Mrs. Smith expressed her appreciation for downtown being film friendly and encouraged any recommendations or comments should be directed to the B.R. Film Commission at www.filmbr.com

Mid City Garden Residential Development – The Commission viewed, via PowerPoint, a photograph of the current construction site and proposed renderings of the project. Ms. Lisa Nice, Post Architects, informed the Commission that Mid City Gardens is a project of LHFA that is located on the east side of North Blvd. overpass. The mixed-income development will have 68 residential units consisting of 1, 2 & 3 bedrooms. All ground units are ADA accessible. The complex will also include a 14,000 square foot community center, fitness center, café, green roof and additional green spaces. The main building is the activity center which is located on North Blvd. and S. 17th. One of the major goals of LHFA is sustainable design – the activity center is targeting LEED platinum certification. Projected completion date is November 2011.

Riverfront Shade Structure – The Commission viewed, via PowerPoint, photographs of the proposed location for the riverfront shade structure and examples of shade structures. Ms. Lisa Nice, Post Architects, informed the Commission that the site analysis for the project has been completed. The iconic shade structure will offer more programming opportunities adjacent to the River Center overlooking the

Mississippi River. Mr. Rhorer expressed concerns that the pedestrian bridge linking the public from the River Center to the Riverfront is not ADA accessible.

CATS – The Commission viewed, via PowerPoint, an image of the new trolley. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer commended Gabe Vicknair for his design work on this project. Mr. Kiran Vemuri informed the Commission that CATS has purchased three new trolleys which are expected to begin service in May 2011. The DDD is in the process of creating downtown transit route maps to be posted on the DDD web site. Fr. Pat Mascarella asked Mr. Marshall how citizens can assist CATS with the financial situation. Mr. Marshall requested that citizens write to each of their elected officials regarding the need for dedicated funds.

First United Methodist Church – The Commission viewed, via PowerPoint, photographs of the construction project. Rev. Chris Andrews informed the Commission that the 3 story, 20,000 sq. ft. conference center and youth ministry is scheduled to be completed by May 7, 2011. The cost of the project is approximately \$7 million.

Hampton Inn & Suites Update – The Commission viewed, via PowerPoint, a photograph indicating the site of the project and a rendering of the proposed hotel. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that developers Richard Preis and Windsor / Aughtry Co. announced the construction of a hotel at the corner of Lafayette and Main Street. The hotel will consist of approximately 142 rooms and the ground breaking is projected for spring of 2011.

New Downtown Businesses – Hospitality Contractors – The Commission viewed, via Power Point, a photograph of the logo. Mr. David Littlefield informed the Commission that his business is a design purchasing and installation company, specializing in supplying and installing all the interior products of hospitality, assisted living and multi family facilities. Mr. Littlefield expressed his excitement to be a part of the downtown development district.

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.

- Mardi Gras Parades
- Louisiana State Museum
- LSU Museum of Art
- Manship Theatre Events
- River Center Events

7. Strategic Plan –The Commission viewed, via Power Point, a photograph of the cover of the Strategic Plan. Ms. Cheri Ausberry recommended the following serve on the Strategic Plan committee; Danny Montelaro, Chris Nichols, Van Mayhall and a representative from the Mayor's Office. **Ms. Chris Nichols moved to accept the nominations as presented, Ms. Fran Gladden seconded and the motion was unanimously approved as presented.** The committee will report monthly on the implementation of the plan.

- **Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the logo.

Ms. Rannah Gray encouraged everyone to attend the unveiling of the “Future BR” plan on February 16, 10:00 a.m. at the Old State Capitol. Lead planner, John Fregonese and Mayor Holden will present the plan.

8. CPEX - Mrs. Elizabeth Thomas expressed the importance of public transportation and encouraged everyone to support CATS. Mrs. Thomas briefed the Commission on the following events:

- **February 16** The vision of Future BR, a comprehensive plan for East Baton Rouge, will be unveiled
- **February 10** Red Stick Green Drinks – Monthly gathering for environmentally minded Baton Rouge residents to meet and exchange ideas. The event will be held 5:30 – 7:00 p.m. Manship Theatre, 2nd Floor Gallery featuring Dyke Nelson of Chenevert Architects and Amy Strother and Michael Gatz of the Green Building Shop.

BREDA – The Commission viewed, via PowerPoint, a photograph of BREDA’s logo. Ms. Darlene Rowland informed the Commission of the following:

- Special activities / vendors for Valentines’ Day
- Arts market will be held the second Saturday, March 12 due to the Spanish Mardi Gras parade on March 5, 2011.

8. Correspondence – Mr. Rhorer mentioned the newspaper article regarding the residential development on 438 Main Street.

9. Public Comment – Mr. Johnny Palazzotto went on record opposing the Galvez Plaza Stage Canopy.

Mr. Dave Briggs encouraged everyone to attend the Music at Mid-day on Wednesday’s from 12noon – 1:00 p.m.

Councilwoman Tara Wicker expressed the importance of supporting public transportation for the entire city.

Ms. Cheri Ausberry recognized the Baton Rouge Police Department.

Meeting adjourned