

DDD Commission Meeting
February 14, 2012, 8:00 a.m.
Capitol Park Welcome Center, 702 N. River Rd.

Attending: Norman Chenevert, Fran Gladden
Verni Howard, Van Mayhall, Chris Nichols

Absent: Derrell Cohoon, Danny Montelaro

Others in Attendance: Tom Adamek, Copper Alvarez, Gary Anderson, Chris Andrews, Paul Arrigo, Jo Landry Bagwell, Jeffrey Beck, Matt Beeson, Cory Belden, Charles Bennett, Frances Bennett, Gary Black, Virginia Black, Ward Bond, Rebecca Bonnet, Mason Boswell, Marcelle Boudreaux, Benjamin Bradford, Kristin Brinson, Erin Brush, Gary Burkett, Jimmy Burland, Chad Calder, Gayle Carnahan, Stephanie Champagne, Erin Cocham, Tim Cockerham, Amber Cook, Bay Compton, Melissa Daly, Genny Denton, Rachel DiResto, Gary Dixon, Mary Durusau, Kendrick Ebanks, Danny Edwards, Jennifer Eller, Terry Elmore, Alicia Enloe, Michele Ezell, Robert Fannin, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Clark Gernon, Aaron Glaser, Brian Goad, Krista Goodin, Ashanti Green, Melanie Hanley, Katie Harvey, Frankie Hebert, Caleb Heine, Emily Herrington, Marla Hill, Ryan Holcomb, Jacob Holinga, Marielle Howard, Nicole Huffstetier, Chris Hunte, Neal Johnson, Mary Terrell Joseph, Bridget Kerley, Jessica Keasler, Consuela Knight, Jackie Kreutzer, Ashley LaBorde, Leigh LaFargue, Lori Lasseigne, Beverly Lebeau, Jin Lee, Rosemary Leleaux, Justin Lemoine, Tom Livesay, Jason Lockhart, Sarah Lomax, Joel Loots, Julie Love, Fr. Pat Mascarella, Bob McCarron, Jason Miller, Rob Miller, B.J. Militello, Robyn Morrison, Brent Nettles, Randy Nichols, Shawn Nolan, Mike Odom, Mary Olinde, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Pointer, Skipper Post, George Ragsdale, Tina Rance, Margaret Read, Davis Rhorer, Frank Rideaux, III, Brooke Riglin, Jim Rigot, Susan Ringwald, Darlene Rowland, Jenny Rozas, Ginger Roy, Kerry Ruiz, Robyn Ryan, Larry Selders, Atri Sen, Casey Sessums, Shay Schillilng, Thomas Schulze, Joseph Scott, Ann Shaneyfelt, Darlene Shingleur, Michelle Shirley, Rev. Katie McKay Simpson, Douglas Smith, John Smith, Karen Stagg, Jennifer Steinhouse, Lacy Strohschein, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Clark Vega, Mitch Verma, Gabe Vicknair, Kandace Walls, Jennifer Ward, Rosie Washington, Jr., Pam Welsh, Randy Wesley, Tom Willingham, Bubba Willis, Rob Wise, Molly Woodland

1. Ms. Chris Nichols called the meeting to order.

2. Ms. Chris Nichols declared a quorum.

3. Mr. Norman Chenevert moved to approve the agenda, Mr. Van Mayhall seconded and the agenda was approved.

4. Ms. Fran Gladden moved to approve the January 12, 2012 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

Ms. Chris Nichols introduced the newly appointed DDD Commission member Ms. Verni Howard who will be representing the financial institution. The DDD Commission welcomed Ms. Howard to the board.

5. Board Action – Nominating Committee – The Commission viewed, via power point, an image of the DDD logo. Each Commissioner received a copy of the proposed slate of 2012 officers.

Mr. Norman Chenevert presented the slate of nominees for the 2012 officers as follows:

Chris Nichols, Chairwoman; Norman Chenevert, Vice Chairman; Fran Gladden, Treasurer and, Danny Montelaro, Secretary. **Mr. Van Mayhall moved to adopt the nominees as presented, Ms. Fran Gladden seconded and the nominees were unanimously approved as presented.**

Transit Tax Proposal – The Commission viewed, via power point, an image of the BRTC logo. Each Commissioner received a copy the fact sheet. Ms. Lacy Strohschein reviewed the Baton Rouge Transit Coalition presentation and encouraged everyone to submit a support pledge card, visit the web site for more information and support the tax proposal on April 21, 2012. **Ms. Fran Gladden recommended that the DDD Commission support CATS proposed transit tax. Mr. Van Mayhall seconded and the motion was unanimously approved.**

6a. Governmental Issues – There was no information to report.

6b. Development Initiatives – North Boulevard Town Square Update (NBTS) – The Commission viewed, via PowerPoint, photographs of North Blvd. Town Square. Each Commissioner received a copy of the newspaper article. Mr. Gabe Vicknair reported the following:

- Transit Screen – Working with MayerIT on programming
- Transit Signage – Currently printing CATS transit map / LSU transit maps
- Litter getters installed on trash receptacles & pet waste dispensers installed in NBTS
- 48 moveable chairs and 13 tables for use in NBTS
- Movie Screen – 10' x 16' – possible movie series to begin Spring 2012
- Working with Covalent Logic on the following components: attraction, ambient, interactive and event template

Mr. Rhorer reported that the North Blvd. Town Square was recently used for the Appetite For Life event and Varsity Sports relay event.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of current construction. Each Commissioner received a copy of the newspaper articles. Mr. Vicknair briefed the Commission on the following time line:

- Demolition has begun / removing trees and existing wall on west side of City Hall
- 210 days for construction – Completion by Sept. 3,2012

Mr. Rhorer expressed that this project will tie into Galvez Plaza and NBTS. The Shaw Center for Arts will construct a marquee entrance on North Blvd. that will also tie into the town square. Mr. Rhorer commended Mr. Justin Lemoine for his work on this project.

Cultural District Expansion Request – The Commission viewed, via PowerPoint, an aerial image indicating current cultural district boundaries and the proposed boundary expansion. Each Commissioner received a copy of the correspondence. Mr. Vicknair informed the Commission that the DDD has applied for a Cultural District Expansion. Currently any sales of one of a kind original art work are tax free within the Arts and Entertainment District. The expanded boundaries would include all of the DDD as well as Arts Market and Fest For All.

FUTUREBR Implementation Team – The Commission viewed, via PowerPoint, an image of the cover of FUTUREBR plan. Each Commissioner received a copy of the newspaper article and action items. Mr. Rhorer informed the Commission that the Zoning Advisory Committee is working on updating the zoning codes and the Implementation team is devising a series of action items based on the FUTURE BR plan.

DDD Commission Mtg.
February 14, 2012
Pg. 3

US Bowling Conference Opening – The Commission viewed, via PowerPoint, an image of the logo and bowling lanes at River Center. Each Commissioner received a copy of the newspaper article and press release. Mr. Rhorer informed the Commission that the United State Bowling Congress began at the River Center on Saturday, February 11 and will continue until July 9, 2012. Mr. Arrigo encouraged everyone to request lapel pins and welcome posters to display in their business. The city needs to make this event a great experience for the visitors.

Residential Façade Program – The Commission viewed, via PowerPoint, a photograph of the exterior of a downtown home. The Downtown Development District has forwarded the outline of the program to the Parish Attorney’s office for their review. The façade improvement grants are available up to \$500.00 per property to be used toward eligible improvements with a required 50% match. There will be \$5,000 designated for each neighborhood.

Hotel Indigo – The Commission viewed, via PowerPoint, photographs of the invitation. Mr. Bubba Willis informed the Commission that Hotel Indigo is celebrating their one year anniversary. Everyone was encouraged to attend the open house celebration, Thursday, February 16 from 4pm – 10pm. Mr. Carnahan thanked everyone for their support of the hotel.

Visit Baton Rouge Phone App – The Commission viewed, via PowerPoint, a photograph of the phone app. Each Commissioner received a copy of the newspaper article. Mr. Paul Arrigo informed the Commission that they are official changing their name from Convention and Visitors Bureau to Visit Baton Rouge. Visit Baton Rouge has launched a smartphone application called Go BR. The free app can access information regarding nearby points of interest.

Clutter Removal Program Update – The Commission viewed, via PowerPoint, a photograph of the graffiti downtown. Mr. Caleb Heine informed the Commission that the Department of Public Works is in the early stages of executing phase I of the program. Phase II is to identify problems in Spanish Town and Beauregard Town.

New Business – Azteca’s – The Commission viewed, via PowerPoint, photographs of the exterior and interior of the restaurant. Mr. Rhorer reported that the restaurant is planning to open Wednesday, February 15, 2012.

The Bridal Shop – The Commission viewed, via PowerPoint, a photograph of the interior of the bridal shop. Ms. Ginger Roy informed the Commission that the full service bridal salon is located inside Fleur Du Jour at 447 Third St.

Karmady Yoga – The Commission viewed, via PowerPoint, a photograph of the logo. Ms. Brooke Riglin opened Saturday, February 11, 2012. The yoga studio is located at 533 Spain Street and classes are offered daily. Mr. Riglin encouraged everyone to visit the web site at www.karmadyyoga.com for information on upcoming services.

Mr. Davis Rhorer recognized new general manager of Hollywood Casino, Mr. Jim Rigot. Mr. Rigot expressed his excitement to be a part of the downtown growth.

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
- Baton Rouge Dietetic Association – March 3

DDD Commission Mtg.
February 14, 2012
Pg. 4

- B. R. Arts Market – March 3
- Capitol Park Museum Events
- Manship Theatre Events / LSU MOA
- River Center Events
- Baton Rouge Symphony Orchestra
- LASM

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. No information to report.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Reported under Baton Rouge Transit Coalition agenda item above.

BREADA – The Commission viewed, via PowerPoint, a photograph of BREADA logo. Ms. Rowland encouraged everyone to continue to support the market. Ms. Rowland briefed the Commission of the following:

- Saturday Feb. 18th Main Street Market will close at 12noon due to the Spanish Town Mardi Gras parade & Red Stick Farmer’s Market will not be open Feb. 18th but will return next week
- The Main Street Market is in the process of greening the market and encouraged everyone to utilize the recycling bins.
- Saturday, Feb. 25th – Greening of the Market kick off celebration

8. Correspondence – There was no information.

9. Public Comment

Ms. Chris Nichols recognized the City Police for their service.

Ms. Marie Constantine, Spanish Town Resident, requested that there be a plan for clean up of Spanish Town neighborhood following the Spanish Town Parade, specifically properties of absentee landlords. Ms. Constantine also mentioned the possibility of the Spanish Town Parade committee dedicating funds to assist with the revitalization of public space that is damaged due to the parade.

Fr. Pat Mascarella recommended encouraging ridership of the city bus by downtown businesses offering discounts to anyone that show proof a riding the bus. Mr. Rhorer agreed that would be a positive incentive.

Mr. Rhorer thanked the Capitol Park Welcome Center for hosting the meeting.

Meeting adjourned at 9:00am.