

DDD Commission Meeting
February 14, 2013, 8:00 a.m.

Kean Miller Conference Center, II City Plaza, 400 Convention Street, 7th Floor

Attending: Norman Chenevert, Derrell Cohoon, Van Mayhall, Chris Nichols

Absent: Fran Gladden, Verni Howard

Others in Attendance: Laura Acord, Tom Adamek, Ben Anderson, Gary Anderson, Josh Anderson, Paul Arrigo, Jo Landry Bagwell, Joy Banks, Alicia Baron, Jeffrey Beck, Matt Beeson, Kathryn Belanger, Carolyn Bennett, Frances Bennett, Charles Bennett, Debbie Bennett, Gary Black, Virginia Black, Suzanne Blanchard, Ward Bond, Chip Boyles, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Kevin Broussard, Nancy Broussard, Zach Broussard, Mike Bruce, Gary Burkett, Jimmy Burland, Rex Cabaniss, Chad Calder, Gayle Carnahan, Sarah Casper, Christy Chachere, Margaret Chappuis, Renee Chatelain, Cosimo Clements, Allison Cooper, Whitney Cooper, Sara Courtney, Suzette Crocker, Ron Crum, Allisoin Crump, Scott D'Agostino, Sandra Daire, Melissa Daly, Patrick Danna, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Paul Dietzel, Steve Dietzel, Rachel DiResto, Caroline Domecq, Jason Diu, Erin Ducote, Terri Dugas, Erin Brush Duncan, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entekin, Randy Faucheux, Betsy Fazekas, Peyton Feigley, Heather Folks, Clayton Forbes, Mac Freeman, Joey Furr, Rob Gann, Aaron Glaser, Brian Goad, Selena Grant, Ashanti Green, Lani Guilbeau, Katie Guasco, Hunter Hall, Jennifer Hall, Jenny Harbourt, Brandon Hargrave, Debra Harris, Stephen Hazel, Daniel Hawthorne, Charyl Hearin, Kendall Hebert, Robert Hebert, Emily Hebert, Jan L. Herrington, Ben Heroman, Justin Hewitt, Quincy Hodges, Ryan Holcomb, Tom Holden, Pam Hotard, Patricia Husband, Courtney Hunt, Fairleigh Jackson, John Jackson, Stacy Jamieson, Jennifer Jenkins, Teresa Johnston, Claire Juneau, Danielle Kelley, Julia Kennedy, Hannah King, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Mathew Laborde, Robert Lacinak, Morgan Landry, Andee Lanier, Lori Lasseigne, Beverly LeBeau, Donna LeBlanc, Rose Marie Leleaux, Anna Long, Diane Losavio, Nicole Marshall, Lauren Marschall, Fr. Pat Mascarello, Michael Mayer, Murray McCullough, Trey McCowan, Ferris McDaniel, Al McDuff, Joseph Michaels, Wes Michall, Jason Miller, B.J. Militello, Todd Mitchell, Ashley Montagnino, Rebecca Moses, Gordon Nelson, Shawn Nolan, Mary Olinde, Ashley Ortego, Maestro Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Garland Pennison, Andrew Perry, Ashley Pierce, Andy Pine, Eric Poche, Jere Quinn, Tina Rance, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Jason Richards, Brooke Riglin, Susan Ringwald, Tina Righteous, Tanya Roberson, Darlene Rowland, Jenny Rozas, LeAnn Russo, Robyn Ryan, Diana Samuels, Carlos Sanchez, Sam Sanders, Beth Sansovich, Kathy Scherer, John Schneider, Larry Selders, Casey Sessums, Shay Schilling, Darlene Shingleur, Lorraine Slade, Brian Sleeth, John Smith, Lisa Smith, Anna Snyder, Tyler Spears, Karen Stagg, Bill Stark, Mary Stein, Jennifer Stenhouse, William Stevens, Jan Sumrall, Cherry Talbert, Justin Tassin, Casey Tate, Rev. Susie Thomas, Boo Thomas, Clark Vega, Mitch Verma, Gabe Vicknair, Rick Volland, Ladonna Ward, Shane Warren, Rossie Washington, Jr., Steven Watts, Brad Way, Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Matt Wilks

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. Derrell Cohoon seconded and the agenda was approved.

4. Mr. Norman Chenevert moved to approve the January 8, 2013 minutes, Mr. Van Mayhall, Jr. seconded and the minutes were approved.

Mr. Rhorer thanked Mr. Mac Gregory and Mr. Steve Boutwell for hosting the meeting at the Kean Miller Conference Center.

5. Board Action – Nominating Committee – There was no board action.

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

6b. Development Initiatives – North Blvd. Town Square Update – The Commission viewed, via PowerPoint, a photograph of the damaged electrical panel. Mr. Rhorer thanked DPW and the Mayor's office for their assistance with supplying electricity via generators for the beacon until the power supply can be repaired.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of the current construction site. Each Commissioner received a copy of the newspaper article. Mr. Gabe Vicknair briefed the Commission on the construction progress and informed the Commission that the project is nearing the completion and recognized Ms. Jenni Harbourt, designer with Reich and Associates. Ms. Harbourt commended Department of Public Works for cleaning the north side of the walkways around the River Center

Streetscape Beautification Initiatives – The Commission viewed, via PowerPoint, an image of the map indicating the location of improvements. Mr. Rhorer informed the Commission that the Downtown Development District is completing an analysis of the tree wells, lighting and sidewalk conditions on Florida Street and Lafayette Street. In 2012 the Metropolitan Council approved \$300,000 for streetscape improvements to Florida and Lafayette Streets.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Each Commissioner received a copy of the newspaper article and proposed charrette schedule. Mr. Wes Michaels, landscape architect, expressed that the greenway has the potential to link Baton Rouge, downtown, parks, business and residential areas. Baton Rouge has the key ingredients to make a successful greenway. The charrettes have been scheduled for March, 5, 6 & 7. Ms. Whitney Cooper informed the Commission that the DDD is finalizing the list of stakeholders and meeting locations and emails will be sent out regarding the meeting dates and locations.

Grocery Store Market Study – The Commission viewed, via PowerPoint, a photograph of the interior of a grocery store. Mr. Vicknair informed the Commission that the DDD will be securing a consulting firm to prepare a grocery store market study. The study is scheduled to be complete by the end of April 2013.

St. Philip / St. Ferdinand Two-waying – The Commission viewed, via PowerPoint, a photograph of St. Ferdinand. Mr. Rhorer informed the Commission that the bids were open and will be sent for approval before the Metropolitan Council next month.

CATS GPS – The Commission viewed, via PowerPoint, photographs of the transit screen. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that CATS now has GPS capability and you can utilize the serve by downloading the app "RouteShout". Once the system is connected it will be displayed on the transit screen.

Commerce Building Update – The Commission viewed, via PowerPoint, photographs of the Commerce building. There was no information to report.

Hampton Inn Update – The Commission viewed, via PowerPoint, photographs of the Hampton Inn. Ms. Allison Crump, director of sales, expressed her excitement to be a part of the development downtown. The boutique upscale hotel is scheduled to open mid April to early May.

DBA Announcement – The Commission viewed, via PowerPoint, an image of the DBA logo. Mr. John Smith introduced Ms. Alicia Baron, managing director, for the Downtown Business Association. Ms. Baron expressed her excitement to be a part of the downtown development and looks forward to working with downtown stakeholders.

Literary City Committee – The Commission viewed, via PowerPoint, a photograph of the 2012 Louisiana Book Festival. Ms. Whitney Cooper informed the Commission that the Literary committee has preliminarily defined the Literary Committee as a place where literature is promoted through its infrastructure and programs. The committee has reviewed other cities that promote literature including Portland, Phoenix and New York. Mr. Van Mayhall, Jr. informed the Commission that a complete report will be made to the Commission after a few more committee meetings have been held.

Library Director / Update – The Commission viewed, via PowerPoint, an image of the EBR Library logo. Mr. Rhorer introduced Mr. Spencer Watts, newly appointed EBR Library Director. Mr. Watts expressed his excitement to be involved with the downtown library. Mr. Watts will share his experience and knowledge of being involved with the construction of 19 libraries. Plans are to schedule a public charrette mid to late April 2013.

Downtown Pharmacy – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Rhorer informed the Commission that the pharmacy is scheduled to open in approximately one month.

Ameritas – The Commission viewed, via PowerPoint, a photograph of the Chase Tower. Mr. Rhorer informed the Commission that Ameritas will be hiring up to 200 employees and will be located in the Chase Towers.

New Business Announcements – Anedot – The Commission viewed, via PowerPoint, an image of the logo. Mr. Paul Dietzel informed the Commission that Anedot has located at 450 Laurel Street. Anedot makes it easy for non-profits, political campaigns, and other causes to fundraise online, through social media and on mobile devices. Mr. Dietzel expressed his excitement to be part of the development downtown.

Grocery Store – The Commission viewed, via PowerPoint, a photograph of the exterior of the venue. Mr. Mutaz Abusada informed the Commission that he and business partner Michael Matroodnejad will be opening a grocery store at the corner of Florida and Third Street. The grocery store will stock fresh local produce and is scheduled to open between April – May 2013.

Mr. Rhorer briefed the Commission on the young energetic entrepreneurs who are re-shaping downtown. Approximately 23 young entrepreneurs are changing downtown such as Downtown Grocery, Prescriptions to Geaux, Fleur de Jour, City Bloc, DNA. BR Walls etc. Mr. Rhorer commended everyone involved with the increased development 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.

- One Billion Rising Against Abuse – Feb. 14
- Belle of Baton Rouge Concerts – Feb. 15, 22
- Mardi Gras Mambo/ Ride Indigo / Tsunami – Feb 16
- Foundation for Historical La. Lecture – Feb. 21
- Annual Go Red For Women Luncheon – Feb. 22

- Skeeter 5K / B. R. Arts Market – March 2
- Capitol Park Museum – Lunch Hour Lecture Series – March 6,13,20,27
- Golf Benefit to support CASA – March 11
- Viking Cooking School Outdoors
- Baton Rouge Green
- 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. The DDD continues to implement the plan.

Mr. Rhorer briefed the Commission on the following projects:

8. Ongoing Projects – Construction Updates – Discussed above

CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Mrs. Rachel DiResto briefed the Commission on the following event:

- Feb. 23 – Building Blocks: Kids Rule the World to be held at the La. State Museum

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

- Saturday, Jan. 16 – Cooking demonstrations by Chef Jimmy Lee & zydeco music by Mel Chavis
- Market is open for breakfast and lunch Monday - Saturday

Mr. Rhorer encouraged everyone to support the Main Street Market and informed the Commission that as the market was a result of the recommendation in PBR I.

8. Correspondence – There was no correspondence.

9. Public Comment –

Mr. Derrell Cohoon commended the following for their participation in the preparation and clean up after the Spanish Town parade: City Parish Administration, City Police, DPW and SPLL.

Mr. Robert Seamen, Baton Rouge Green, informed the Commission that Baton Rouge Green has teamed up with Lamar to sponsor a free public food source by planting Satsuma and other citrus trees on maintained but unused urban spaces. The pilot sites will focus on the Downtown and Old South Cultural districts of Baton Rouge. As the project expands so will the areas in which we are able to establish Citrus Sites.

Ms. Lani Guilbeau, Fleur du Jour, encouraged everyone to visit the floral shop for their Valentines gift.

Meeting adjourned at 9:00am.