

DDD Commission Meeting
March 11, 2008, 8:00 a.m.
Capitol Park Welcome Center, 702 River Rd.

Attending: Cheri Morial Ausberry, Mark Bensabat, Norman Chenevert,
Derrell Cohoon, Brace Godfrey, Van Mayhall, Chris Nichols

Others in Attendance: **Copper Alvarez**, Ryan Andree, **Rev. Chris Andrews**, **Van Mayhall**, **Renee Areng**, Paul Arrigo, **Debbie Ashe**, Jo Landry Bagewell, Brad Bates, **Danny Belanger**, **Jeff Bell**, **Charles Bennett**, **Frances Bennett**, **Gary Black**, Steve Boudreaux, Greg Brandoa, **Dave Briggs**, **Nancy Broussard**, **David Brown**, **Mike Bruce**, Rex Cabaniss, **Chad Calder**, **Gayle Carnahan**, Nancy Carter, **Lindsey Cavalier**, **Charles Coates**, Jody Phelps Coco, **Pete Darling**, John Denman, **Rachel DiResto**, Kendrick Ebanks, Madeline Ellis, Tress Fereday, Carley Fleming, **Jeff Fluhr**, **Joey Furr**, Mike Futrell, **Sgt. Kyle Garrison**, Debbie Gill, **Brian Goad**, **Mark Goodson**, Francis Grayson, Jill Green, Scott Hall, Gaye Hamilton, John O. Hearin, Jerry Hebert, Mike Herschman, **Tom Holden**, Joe Hynes, David Jacobs, Staci Jamieson, **Jerry Jones**, Ernest Junius, Jason Keller, Stafford Kendall, **Dana LaFonta**, Debbie Lapeyrouse, **Gordon LeBlanc**, Justin Lemoine, Tom Livesay, **Paul Lockett**, **Ann Major**, Jill Martinez, Dee Mather, Al McDuff, Carrie Miller, Debbie Mire, Todd Mitchell, Al McDuff, Penny Murray, **Richard Neal**, **Dyke Nelson**, **Peter Newkirk**, **Janie Oldfield**, **Mary Olinde**, Theresa Overby, Betsy Paille, **Skipper Post**, **Tina Rance**, **Davis Rhorer**, Erin Rolf, Kristen Sanders, Samuel Sanders, John Schneider, **Katherine Scherer**, **Joe Sciortino**, **Steve Shurtz**, **Lisa Smeltzer**, **Lisa Smith**, Kathleen Spencer, **Bill Stark**, **John Stewart**, **Kelly Stutes**, Jeremy Tennant, **Boo Thomas**, **Clark Vega**, **Brad Way**, **David Weinstein**, **Bubba Willis**, **Beau Wolfe**, Erin Wood

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.
3. Mr. Bensabat moved to approve the agenda, Mr. Godfrey seconded and the agenda was approved as amended.
4. Mr. Bensabat moved to approve the February 12, 2008 minutes, Ms. Ausberry seconded and the minutes were approved.

Mr. Rhorer thanked Nancy Broussard, Capitol Park Welcome Center, for hosting the Commission meeting.

5. Board Action

- 6a. **Governmental Issues** – No information to report.

6b. Development Initiatives – Arts & Entertainment District Update – The Commission viewed, via power point, an aerial photograph of the proposed Arts & Entertainment District. Each Commissioner received a copy of the draft ordinance, correspondence and newspaper articles. Mr. Rhorer informed the Commission that the draft ordinance was submitted to the Planning Commission and was approved. The Arts and Entertainment committee was contacted by parking lot owners regarding the section of the ordinance pertaining to provisions for surface parking lots. The committee agreed to reserve this section of the ordinance and consider proposed improvements for surface parking lots in approximately six months. The draft ordinance will be presented to the Metropolitan Council on Wednesday, March 19, 2008. The committee will proceed with the Request For Qualifications (RFQ) to hire a planning consultant to create an economic incentive package for the Arts and Entertainment District. The RFQ will be released in the coming weeks 2008 with selection of a consultant by May 2008. Mr. Cohoon commended everyone involved with the process and stated that the committee will continue to work on the two other components; economic incentives and policy issues.

North Boulevard Town Square/Riverfront Master Plan – The Commission viewed, via power point, a map indicating the location of proposed North Blvd. Town Square. Each Commissioner received a copy the newspaper article. Mr. Rhorer informed the Commission that eleven applicants have applied for the Request for Qualifications for the North Boulevard Town Square. The Design and Selection board will meet on Thursday, March 13 to select the consultant.

Capitol Park Development Update – The Commission viewed, via power point, the map indicating the location of the proposed office building and a photograph of the Welcome Center parking garage. Mr. Jerry Jones, Director of Facility Planning, informed the Commission that the state is proposing to build a five story office building and 432 space parking garage on the old Insurance Department Building site. Pending funding for the building, requests for bids could go out this calendar year. The building will possibly house the Department of Economic Development. Mr. Jones informed the Commission that the development of the amphitheater is still on track, but DeSoto Park remains in legal battle with the railroad over ownership of the land. Mr. Godfrey asked if the state would consider allowing the public to lease monthly parking from the state garages. Discussion ensued. Mr. Cohoon encouraged the state to look at the possibility of a cooperative endeavor agreement in regards to parking. Mr. Jones said that he was open to discussion. The garage adjacent to the Welcome Center on the corner of North Street and River Road is scheduled to be complete by April 2008 and public parking will be permitted in this garage. Mr. Cohoon encouraged Mr. Jones to contact Spanish Town Civic Association regarding the construction of the proposed office building. Mr. Cohoon commended the state for their dedication to downtown.

Department of Public Works (DPW) – The Commission viewed, via power point, a photograph of a downtown tree well. Mr. Steve Shurtz informed the Commission that there are approximately 1140 tree wells downtown. DPW has dedicated a crew to maintain the downtown tree wells and prepare them for fall planting and will be utilizing community service workers. Mr. Godfrey encouraged the city to look at the over grown riverfront between downtown and LSU.

DDD Commission Mtg.
March 11, 2008
Pg. 3

The Mayor has agreed to include the brick crosswalks as they implement the intersection improvements in the Downtown signalization project. This is part of the Green Light Program and it will utilize the 3% Landscape funds set aside for beautification projects. Discussion ensued.

Building renovation – 421/ 423 Third Street – The Commission viewed, via power point, a photograph of the building and renderings of the proposed renovations. Mr. Dyke Nelson informed the Commission that he and business partner Mr. David Weinstein purchased the building at 421 Third Street and they are taking advantage of the state historic tax program. There will be approximately 11,000 sq. ft. available for office or retail tenants.

Wayfinding Implementation Update – The Commission viewed, via power point, a photograph of the trail blazing signage, parking marquee and kiosks. Mr. Rhorer informed the Commission that the parking marquee is currently being installed and will be lit. The informational kiosks will be installed within two weeks. Mr. Rhorer commended the Department of Public Works for their assistance with this project.

EBR Development Authority – Mr. Fluhr informed the Commission that the first organizational meeting is scheduled for Wednesday, April 2, 9:00 a.m. at the Baton Rouge Area Foundation.

Events – Live After Five – The Commission viewed, via Power Point, the schedule and logo for the Live After Five concerts and the spring schedule. Mr. Fluhr reviewed the schedule and informed the Commission that the concerts will commence on Friday, March 28 and continue for eight consecutive Friday's. The concerts are held at Galvez Plaza from 5:00 p.m. – 8:00 p.m. The Fall of 2008 will mark the ten-year anniversary of the concerts. Mr. Fluhr informed the Commission that the Downtown Business Association would hold their first quarterly meeting Tuesday, March 25, 5:00 p.m. at the Buzz Café, 340 Florida Street and Chief LeDuff will be addressing the committee.

Sunday in the Park – The Commission viewed, via Power Point, the schedule and logo for the spring concerts. Ms. Katherine Scherer informed the Commission that the concerts will commence on Sunday, April 6 and continue for four consecutive Sundays. The concerts are held at Lafayette Park from 12noon – 3:00 p.m. Ms. Scherer encouraged everyone to attend the Arts Market the first Saturday of the month from 8:00 a.m. – 12noon. The Arts Council and Baton Rouge Community College are collaborating on the performance "Brothers of the Night" which will be held April 3 – 5 at the Magnolia Performing Arts Center located at Baton Rouge Community College.

Southern Breeze Wine + Culinary Festival – The Commission viewed, via Power Point, the flyer for the event. Ms. Renee Areng informed the Commission that the festival will be held downtown April 4 – 6, 2008. In conjunction with the festival the Southeast Regional Culinary Tourism Symposium will be held at the Marriott.

DDD Commission Mtg.
March 11, 2008
Pg. 4

La. State Hog Rally – The Commission viewed, via Power Point, the poster for the event. Ms. Areng informed the Commission that the Harley Davidson Hog Rally is scheduled for March 28-29 at the Baton Rouge River Center. The rally is expected to attract between 2,500 - 5,000 attendees.

7. Ongoing – Plan Baton Rouge / Center for Planning Excellence – Ms. Rachel DiResto informed the Commission that the Louisiana Speaks regional plan has been recognized for the following awards:

- Louisiana Chapter of the American Planning Association Current Topic Awards: Planning for Urban / Rural Rebirth Using Smart Growth Principles 2007.
- Congress for the New Urbanism Charter Award in the "The Region: Metropolis, City and Town Scale" category.
- The documentary was awarded the National Educational Telecommunications Association (NETA) Award.

BREADA – Ms. Copper Alvarez informed the Commission that the web site for BREADA has been launched and will generate an e-newsletter and the market now offers free WIFI. Ms .Alvarez encouraged everyone to attend the events planned at the market on Good Friday, March 21, 2008.

8. Correspondence – No information to report.

9. Subcommittee Update – No information to report.

10. New Business – Mr. Rhorer encouraged everyone to attend the open house for River Palms Luxury Condominiums located at 1925 N. Third Street, Wednesday, March 12 from 5:00 p.m. – 8:00 p.m.

Meeting adjourned.