

DDD Commission Meeting  
March 10, 2009, 8:00 a.m.  
Hilton Baton Rouge Capitol Center, 201 Lafayette St.

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

Absent: Mark Bensabat

Others in Attendance: Raymond Alexander, Copper Alvarez, James Andermann, Rev. Chris Andrews, Joe Anthony, Stephen Arceneaux, Renee Areng, Annabelle Armstrong, Paul Arrigo, Jo Landry Bagewell, Kyle Beall, Danny Belanger, Jeff Bell, Charles Bennett, Frances Bennett, Carolyn Bennett, Jennifer Berniard, John Berry, Cathy Berry, Ricky Besson, Susannah Bing, Gary Black, Philipa Blair, Danny Breaux, Dave Briggs, Nancy Broussard, Jeremy Broussard, Christina Bourg, Greg Brandao, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Winnifred Byrd, Rex Cabaniss, Patricia Calfee, Chad Calder, Gayle Carnahan, Eric Carnegie, Nancy Carter, Ashley Casey, Lindsey Cavalier, Nancy Chesson, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Todd Cooper, Whitney Cooper, Sara Courtney, Melissa Daly, Chad Danos, Pete Darling, Andi DeJohn, Rachel DiResto, Lauren Dodds, Mark Drennen, Huey Dugas, Jay Dykes, Paul Dykes, Lacey Dupre, Kendrick Ebanks, John Eblen, Kirk Edwards, Madeline Ellis, Jon Elvert, Matthew Emory, Eric Engeman, Jim Ferguson, Natalie Fielding, Derek Fitch, Carley Fleming, Joey Furr, Gail Gaiennie, Ed Gaskin, Cpl. Mike Gauthier, Bryan Gerace, Carol Gikas, Debbie Gill, Brian Goad, Brace Godfrey, Krista Goodin, Jason Goodson, Mark Goodson, Francis Grayson, Jill Green, Melissa Guilbeau, Lauren Gutierrez, Jennifer Hall, Rebecca Hamilton, John Hart, Stewart Jones, John O. Hearin, Jerry Hebert, Kristin Hebert, John Helm, Vida Henderson, Walker Higgins, Kim Hodgeson, Robert Hodges, Ryan Holcomb, Tom Holden, Jake Holinga, Helen Holland, Capt. Virginia Holmes, Lael Holton, Danielle Honeycutt, Kristi Howard, Alice Howe, Joe Hynes, David Jacobs, Lt. Stephenia M. Jackson, Staci Jamieson, Donnie Jarreau, Ingrid Payne Johnson, Ernest Junius, Jason Keller, Lanny Keller, Billy Kelley, Patte Keogh, Stafford Kendall, John Kett, Eddie King, Joe Labbe, Dana LaFonta, Mark Landry, Lori Lasseigne, Debbie Lapeyrouse, Justin Lemoine, Stacey Levert, Eric Lewis, Tom Livesay, Paul Lockett, Diane Losavio, Steven Lumpkin, David Madden, Katie Maloney, Lauralyn Maranto, Nikki Essix, Manuel, Nicole Marshall, Jill Martinez, Katherine Mason, Kendall Matassa, Dee Mather, Al McDuff, Danny McGlynn, Carrie Miller, BJ Militello, Al McDuff, Marvin Mitchell, Todd Mitchell, Sonia Morales, Camm Morton, Penny Murray, Rose Mustain, Richard Neal, Dyke Nelson, Lisa Nice, Steven Noel, John Noland, Rod Nunez, Jennifer Ocken, Mike Odom, Mary Olinde, Theresa Overby, Betsy Paille, Johnny Palazzotto, Bill Palmer, Greg Palmer, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Joel Phillips, Ashley Pierce, Eric Poche, Skipper Post, Mike Prejean, Vincent Price, Mary Louise Prudhomme, Tina Rance, Dan Reed, Doug Reed, Bill Reich, Eric Relle, Daniel Rhodes, Davis Rhorer, Sage Roberts, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Troy Russ, Samuel Sanders, James Schafer, John Schneider, Katherine Scherer, Ben Schultz, Joe Sciortino, Larry Selders, Lonnie Seals, Terry Serio, Casey Sessums, Darlene Shingleur, Pam Sills, Lorraine Slade, John Smith, Mike Songy, Kathleen Spencer, Karen Stagg, Mary Stein, Jennifer Steinhouse, John Stewart, George Strain, Kelly Stutes, Cherry Talbert, Todd Teepel, Jeremy Tennant, Ted Terrell, Anna Thibodeaux, Boo Thomas, Christopher Toombs, Clark Vega, Barry Walls, Brad Way, Adam Werth, James West, Jay Westerfield, Emily Wharton, Matt Wilks, Bubba Willis, Michael Wilson, Kate Wilson, Beau Wolfe, Erin Wood

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Norman Chenevert moved to approve the agenda, Ms. Chris Nichols seconded and the agenda was approved.
4. Mr. Derrell Cohoon moved to approve the February 10, 2009 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

## 5. Board Action

**6a. Governmental Issues – Appropriations Request for FY09 for Riverfront Transportation Improvements** – The Commission viewed, via power point, renderings of proposed riverfront improvements. Mr. Rhorer informed the Commission that the DDD has been assisting the Mayor with submitting a Request for Proposal for federal money. The funds requested will be used to implement improvements for riverfront access and transportation. The City should receive a response to the request in approximately two weeks. Also, submitted a request for proposal for funds for FY2010, for improvements for riverfront access and transportation.

**Arts & Entertainment District certified as a Cultural District** – The Commission viewed, via power point, an aerial photograph of the cultural district boundaries. Each Commissioner received a copy of the newspaper article and correspondence. Mr. Rhorer informed the Commission that the state has declared the Arts & Entertainment district as a state cultural district. The designation allows state historic credits in the district and an abatement of all sales tax local and state on original works of art. The designation goes before the Metropolitan Council for approval on Wednesday, March 11. Those selling original art works in festivals will also be exempt within the district.

**New Markets Tax Credits Program** – The Commission viewed, via Power Point, a title slide of DDD research. Mr. Jacob Holinga informed the Commission that the City Parish is eligible to receive up to \$100 million in New Market Tax Credits. The Downtown Development District (DDD) has been working with the Tax Advantage Group, a firm hired by the City Parish to submit the grant application, to identify downtown private sector projects that could be eligible for the credits. The DDD compiled 11 potential downtown projects totaling \$1.05 billion in private sector investments.

**6b. Development Initiatives – Plan Baton Rouge Phase II Update** – The Commission viewed, via Power Point, photographs of previous working meetings and proposed concepts. Mr. Cabaniss informed the Commission that they continue to meet with stakeholders and encouraged everyone to attend the next public meeting scheduled for Monday, March 30, 5:30 p.m. – 7:00 p.m., at the Old State Capitol.

**Downtown Procedures and Guidelines Outline** – The Commission viewed, via Power Point, the listing of items to be addressed in the outline. Mr. James Andermann informed the Commission that the DDD is in the process of creating a procedures and guideline outline for events held downtown. The brochure will be an informational tool available to the public as a reference for the process of hosting events downtown. Mr. Andermann reviewed the topics addressed in the outline. Once the outline is complete it will be available for viewing on the DDD web page.

**Arts & Entertainment District trash issues** – The Commission viewed, via Power Point, a photograph of downtown. Mr. David Guillory, DPW, informed the Commission that the City Parish is in the preliminary stages of reviewing the possibility of a unified garbage collection service downtown for the Arts & Entertainment district. Mr. Guillory will update the Commission in approximately two months.

**Greening of Downtown Baton Rouge** – The Commission viewed, via Power Point, a photograph of Baton Rouge Green logo. Mr. James Andermann informed the Commission that as part of an Our Lady of the Lake (OLOL) project Baton Rouge Green contacted the Downtown Development District (DDD) in hopes of locating ten potential sites for tree planting in the downtown area. The DDD chose Spanish Town Road as the location for ten Drake Elms that will match the existing vegetation and continue the canopy along the road.

The DDD has been contacted by Tulane alumni to assist with the green wave initiative by planting twenty native trees within the DDD.

Mr. Cockerham, B. R. Green, informed the Commission that Wednesday, March 11 at 10:30 a.m. Baton Rouge Green will be hosting a ribbon cutting for OLOL tree planting program of ten trees in ten areas throughout the Baton Rouge region.

**Welcome New Business – Regions Bank** – The Commission viewed, via Power Point, photograph of the logo. Mr. Rhorer informed the Commission that Regions Bank has re-located their offices to the II City Plaza building on the corner of Convention and Fourth Streets. There will be approximately 100 employees moving downtown from the Essen Lane and Jefferson Hwy. locations.

**Cornerstone Government Affairs** – The Commission viewed, via Power Point, photograph of the logo. Mr. Drennen informed the Commission that he has been hired as the vice president of the first Louisiana office for Cornerstone Government Affairs. They have located their offices at 703 Laurel Street and everyone was invited to attend the open house Thursday, March 12, 5:00 p.m.

**Stroube's / One Eleven** – The Commission viewed, via Power Point, photograph of the current construction of the buildings. Eric Carnegie, general manager, informed the Commission that Stroube's Chop House is scheduled to open April 20, 2009. The upscale restaurant will feature all prime steak, signature duck dishes etc.

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Mr. Rhorer informed the Commission that ten of the twelve One Eleven units have been leased and the Arts Council is moving in the One Eleven in approximately two months.

**Good Growth Awards** – The Commission viewed, via Power Point, photograph of the Good Growth Awards brochure. Mr. Rhorer informed the Commission that the following projects received the Good Growth Awards:

II City Plaza  
232 Third St. mixed use building  
Baton Rouge Area Convention & Visitors Bureau  
The Rhorer residence in Spanish Town

**Events** – The Commission viewed, via Power Point, the logos for the following events. Mr. Rhorer briefed the Commission on the following events.

**Baton Rouge Green On-Line Tree Sale**– March 13<sup>th</sup>

**ASLA State Convention** – March 14<sup>th</sup>

**LRCE 5K Run** – March 21<sup>st</sup>

**Happy’s Running Club 5K** – April 4<sup>th</sup>

**2009 Great American Cleanup** – April 4<sup>th</sup>

**Sunday in the Park** – April 5 – May 17<sup>th</sup>

**Providence Corporate Cup** – April 18<sup>th</sup>

**LSU Museum of Art “Rodin: A Magnificent Obsession”** thru April 19<sup>th</sup> & 59<sup>th</sup>  
**Anniversary Birthday Bash** – March 21<sup>st</sup>

7. **Ongoing –Center for Planning Excellence** – Ms. DiResto encouraged everyone to attend the public presentation scheduled for Monday, March 30, 5:30 p.m. – 7:00 p.m., at the Old State Capitol.

**BREADA** – The Commission viewed, via power point, the BREADA logo. Mr. Rhorer encouraged everyone to continue to support the downtown markets.

8. **Correspondence** – No information to report.

9. **Public Comment**

**Announcement** – Mr. Mayhall thanked the Hilton for hosting the meeting.

**Meeting adjourned.**