

DDD Commission Meeting
March 11, 2014, 8:00 a.m.
First United Methodist Church, 930 North Blvd.

Attending: Norman Chenevert, Fran Gladden, Ric Kearny, Van Mayhall, Jr.
Chris Nichols

Absent: Derrell Cohoon

Others in Attendance: Laura Acord, Tom Adamek, Rachel Alexander, Gary Anderson, Paul Arrigo, Jo Landry Bagwell, Joy Banks, Alicia Baron, Kathryn Belanger, Cory Belder, Anna Beller, Carolyn Bennett, Charles Bennett, Frances Bennett, Tom Bergman, Gary Black, Virginia Black, Shannon Blakeman, Suzanne Blanchard, Ben Blackwell, Julie Bondy, Chuck Booksh, Timothy Boone, Jessica Boone, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Emile Breaux, Chris Brooks, Kevin Broussard, Gary Burkett, Jimmy Burland, Kyle Callihan, Gayle Carnahan, Christy Chachere, Cordia Clark, Louis Claverie, Penny Clemeat, Cosimo Clements, Whitney Cooper, James Corry, Sara Courtney, Suzette Crocker, Allison Crump, Lynn Daigle, Melissa Daly, Debbie Daniel, Patrick Danna, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Mark Entrekin, Jon Elvert, Heather Fatzinger, Randy Faucheux, Peyton Feigley, Derek Fitch, Judy Foust, Joey Furr, Rob Gann, Celeste Gill, Aaron Glaser, Francis Grayson, Ashanti Green, Jennifer Griffin, Lani Guilbeau, Hunter Hall, Jennifer Hall, Gaye Hamilton, Kim Harper, Debra Harris, Robert Hebert, Caleb Heine, Marcus Hennison, Ben Herrington, Brandi Hill, Ryan Holcomb, Courtney Hunt, Christopher Hunte, David Jacobs, Stephanie James, Stacy Jamieson, Jennifer Jenkins, Joe Jenkins, Melody Joachim, Diana Johnson, Mary Johnson, Sherry Johnson, Teresa Johnston, Alejandra Juan, Julia Kennerly, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Laurence Lambert, Andee Lanier, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Chelsea Layne, Beverly LeBeau, Gordon LeBlanc, Justin Lemoine, James Lima, Sam Losavio, Zac Love, Mario Lozanov, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarello, Michael Mashburn, Dee Mather, Jennifer Mayer, Eunice McCarney, Murray McCullough, Al McDuff, Chris Meyers, Alice Miller, Jason Miller, Bob Mirabito, Shawn Nolan, Amy Norval, Lucio Nunez, Ashley Ortego, Brian Ott, Billy Overton, Vertina Overton, Renee Payton, Lluvia Pevero, Andy Pine, Eric Poche, Zoran Pranjic, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Darlene Rowland, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Shay Schillilng, Darlene Shingleur, Sidni Lloyd Shorter, John Smith, Karen Stagg, Jan Sumrall, Cherry Talbert, Jeremy Theriot, Patrick Terito, Elizabeth Thomas, Michael Trufant, Clark Vega, Gabe Vicknair, Zeff Kurnatowski, Rossie Washington, Jr., Pam Welsh, Sheree Westerhaus, Neill Wright, Renita Young

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Mrs. Fran Gladden moved to approve the agenda, Ms. Chris Nichols seconded and the agenda was approved.
4. Mr. Ric Kearny moved to approve the February 11, 2014 minutes, Ms. Chris Nichols seconded and the minutes were approved.

Pastor Brad Franklin shared a few words of wisdom.

Mr. Rhorer thanked First United Methodist Church for hosting the meeting and their dedication to downtown.

Mr. Norman Chenevert presented Mr. Mayhall with a token of appreciation for his years of service with the Downtown Development District. Mr. Mayhall expressed his enjoyment to serve on the DDD board and thanked everyone for their commitment to downtown. Mr. Rhorer commended Mr. Mayhall for his involvement with the Downtown Development District.

5. Board Action – There was no board action.

6a. Governmental Issues – There was no information.

6b. Development Initiatives – CATS Rollout – The Commission viewed, via PowerPoint, images of proposed routes. Each Commission received a copy of the routes. Mr. Bob Mirabito, CEO, briefed the Commission on the proposed new routes for the city. The new service will begin March 30 and include 12 routes directly into downtown as well as a park and ride service. The route times and wait times will be dramatically reduced.

324/326 Third Street – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Brian Ott and Zac Love, owners of Uncle Earl's on Perkins Rd., informed the Commission that they and Chris Meyers, owner of Three Bones Catering, plan to open a new bar / restaurant with a different concept on Third Street. The establishment will include stage for live music, menu focused on draft beers, plate lunches and nightly dinner. Construction is expected to commence next week with completion by summer 2014. Mr. Ott will update the Commission as construction progresses.

State Office Bldg. Acquisition – The Commission viewed, via PowerPoint, an image of the exterior of the building. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that Mr. Mike Wampold purchased the building at 150 Third St. Mr. Wampold is currently looking at a number of options for the 90,000 sq. ft. building.

Coca Cola – The Commission viewed, via PowerPoint, a photograph of Coca Cola sign. Mr. Rhorer informed the Commission that Coca Cola has agreed to fully restore the sign located on top of the Richoux's building. The restoration is expected to take approximately 6 weeks. Mr. Rhorer briefed the Commission on the history of the sign and expressed that the sign is a signature piece of downtown.

Creative Bloc – The Commission viewed, via PowerPoint, a photograph of the exterior of the building, current construction and proposed rendering of the building. Mr. John Jackson, owner, informed the Commission that the renovation is underway on the buildings at 804-816 8th Street. The 11,500 sq. ft. building will undergo a complete renovation and will serve as headquarters for Launch Media. There will be collaborative work space available for visual media and creative professionals. Memberships will also be available for those who don't need a full time office.

Old State Capitol Renovations – The Commission viewed, via PowerPoint, photographs of the renovations of the Old State Capitol. Ms. Suzette Crocker, museum director briefed the Commission on the renovations to the building. Mr. Rhorer thanked the Old State Capitol and the Secretary of State’s office for their commitment to preserving such an iconic structure.

Raising Cane’s – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Rhorer informed that Raising Cane’s has officially announced they will be opening a location on the corner of Florida and Third Street. Construction has begun and the restaurant is scheduled to be open by the end of summer 2015.

440 Third Street – The Commission viewed, via PowerPoint, images of proposed renderings. Mr. Rhorer informed the Commission that construction is progressing and encouraged everyone to visit the web site at www.440onthird.com.

City Hall Plaza – The Commission viewed, via PowerPoint, an image of the plan. Mr. Rhorer informed the Commission that the City Parish design selection board has chosen Reed Hilderbrand as the design consultants for City Hall Plaza. The sub-consultants are Reich Associates, Foret & Tablada, Trahan Architects, Jeffrey Bruce, Assaf Simoneaux, Tauzin, Water Mgmt Consultants and Lam Partners. The city is in the process of finalizing the contract.

Downtown Greenway Update – The Commission viewed, via PowerPoint, an image of the proposed renderings. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that the City Parish Selection Committee has chosen Design Workshop as design consultants for Phase I of the greenway. The subconsultants are as follows: Walter Kulash, Christopher Davala, Trahan Architects, Patrick B. Quigley, C.H. Fenstermaker & Associates and Forte & Tablada.

Ms. Whitney Cooper informed the Commission that approximately \$115,000 of additional funds have been allocated from the Louisiana Recreational Trails program for the work in Expressway Park in conjunction with BREC. Total funding for Expressway Park would equal approximately \$230,000 pending Metropolitan Council approval on March 26, 2014.

North Blvd. Town Square Update – The Commission viewed, via PowerPoint, a photograph of the transit screen and map. Mr. Gabe Vicknair informed the Commission that the transit map will be updated with the new CATS routes. Mayer IT is working on programing the transit screen with the CATS transit system.

New Business – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commissioner received a copy of the newspaper articles. **Fresh Junkie** – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer informed the Commission that Fresh Junkie will be opening their second downtown location in the 300 block of North Blvd. in approximately two weeks. Mr. Pat Fellows, owner of the restaurant, plans to utilize North Blvd. Town Square for healthy events. **Ruffino’s Catering** – Mr. Rhorer informed the Commission that Ruffino’s is opening a catering operation on the 2nd floor of De La Ronde Hall at 320 Third Street. Triumph Kitchen has opened on first floor.

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.

- Gumbo at St. James – March 7,14,21,28, April 4, 11
- Geaux Health & Fitness – March 22
- Zumbathon / LSU Cycling Criterium – March 23
- MS Walk / Clear the Way 5K– March 29
- Live After Five Line Up – April 4, 11, 18, 25, May 2, 9, 16, 22
- Fest For All – April 5 & 6
- Sunday in the Park – April 6, 13, 27, May 4, 11, 18
- Blues Festival – April 12
- Cambodia Craft Sale – April 13
- Capitol Park Museum – Lunchtime Lagniappe
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- Old State Capitol
- River Center Events / BRSO
- LASM
- USS Kidd

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.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, an image of the logo. Mrs. Elizabeth Thomas introduced James Lima, James Lima Planning & Design, sub consultant for Lord Cultural Resources, the firm that was hired to work on the cultural place making plan for Old South Baton Rouge (OSBR). Mr. Lima informed the Commission that it is a national trend to look at opportunities to use the arts as a tool to create a regenerative economy development and he briefed the Commission on the project which includes an economic feasibility study, master implementation plan, and replicable community model. Mr. Lima encouraged everyone to visit the web site at osbrcommunitydreaming.com.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland informed the Commission that on March 22, 2014 the Red Stick Farmer's Market will be kicking off a kids club "Red Stick Sprouts" for kids 12 and under.

Downtown Business Association (DBA) – Mrs. Alicia Baron, DBA, briefed everyone on the following events:

- Live After Five begins Friday, April 4, 2014 and ends Thursday, May 22, 2014.
- Downtown Business Association meeting – Thursday, April 3, 2014 at Triumph Kitchen
- Crawfish King Cook Off – May 2

Mr. Rhorer congratulated the DBA for securing 100 members. Mr. Rhorer also announced that the DDD will unveil an updated market brochure at the April 2014 board meeting. The April board meeting will be held outside at the North Blvd. Town Square and there will be a walking tour following the meeting.

8. Correspondence – There was no correspondence.

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9. Public Comment – Ms. Lani Guilbeau with Fleur Du Jour encouraged everyone to participate in the upcoming wreath classes.

Mr. Chris Brooks, chairman of Blues Festival, reviewed the activities for the Blues Fest scheduled for April 12, 2014 and encouraged everyone to visit the web site at www.brbluesfestival.org

Ms. Sheree Westerhaus, LASM, encouraged everyone to attend “Engineering Day” scheduled for March 29, 2014.

Meeting adjourned at 9:00am.