

DDD Commission Meeting
April 9, 2013, 8:00 a.m.
North Blvd. Town Square

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

Absent: Derrell Cohoon

Others in Attendance: Laura Acord, Tom Adamek, Ben Anderson, Gary Anderson, Paul Arrigo, Jo Landry Bagwell, Jeremy Baker, Joy Banks, Bradley Bates, Brad Bates, Jeffrey Beck, Matt Beeson, Kathryn Belanger, Cory Belder, Carolyn Bennett, Debbie Bennett, Gary Black, Virginia Black, Suzanne Blanchard, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Kevin Broussard, Mike Bruce, Gary Burkett, Jimmy Burland, Chad Calder, Gayle Carnahan, Sarah Casper, Christy Chachere, Margaret Chappuis, Renee Chatelain, Cosimo Clements, Allison Cooper, Whitney Cooper, James Corry, Sara Courtney, Suzette Crocker, Michael Crouch, Ron Crum, Allison Crump, Melissa Daly, Patrick Danna, Chad Danos, Matt Dardenne, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Rachel DiResto, Caroline Domecq, Jason Diu, Erin Ducote, Terri Dugas,, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entekin, Randy Faucheux, Betsy Fazekas, Peyton Feigley, Heather Folks, Clayton Forbes, Judy Foust, Mac Freeman, Joseph Furr, Rob Gann, Aaron Glaser, Selena Grant, Lisa Gray, Ashanti Green, Katie Guasco, Hunter Hall, Jennifer Hall, Brandon Hargrave, Angela Harms, Debra Harris, Stephen Hazel, Daniel Hawthorne, Kendall Hebert, Robert Hebert, Emily Hebert, Jan L. Herrington, Ben Heroman, Justin Hewitt, Quincy Hodges, Pam Hotard, Courtney Hunt, Fairleigh Jackson, Stacy Jamieson, Jennifer Jenkins, Martin Johnson, Teresa Johnston, Claire Juneau, Danielle Kelley, Bridget Kender, Julia Kennedy, Hannah King, Sgt. Chad King, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Mathew Laborde, Robert Lacinak, Beverly LeBeau, Gordon LeBlanc, Rose Marie Leleaux, Jason Lockart, Morgan Landry, Andee Lanier, Lori Lasseigne, Donna LeBlanc, Justin Lemoine, Anna Long, Mary Jane Marcantel, Nicole Marshall, Fr. Pat Mascarella, Michael Mayer, Murray McCullough, Trey McCowan, Ferris McDaniel, Joseph Michaels, Jason Miller, Ashley Montagnino, Rebecca Moses, Shawn Nolan, Mary Olinde, Ashley Ortego, Maestro Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Garland Pennison, Andrew Perry, Casey Phillips, Ashley Pierce, Andy Pine, Eric Poche, John Price, Lee Prieto, Jere Quinn, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Jason Richards, Jessica Richardson, Susan Ringwald, Tina Righteous, Tanya Roberson, Darlene Rowland, Jenny Rozas, LeAnn Russo, Stephen Rust, Robyn Ryan, Diana Samuels, Sam Sanders, Beth Sansovich, David Savario, Larry Selders, Casey Sessums, Shay Schillilng, Darlene Shingleur, Brian Sleeth, Jared Smith, John Smith, Lisa Smith, Anna Snyder, Tyler Spears, Karen Stagg, Jan Sumrall, Cherry Talbert, Justin Tassin, Casey Tate, Ben Taylor, Clark Vega, Mitch Verma, Gabe Vicknair, Ladonna Ward, Shane Warren, Rossie Washington, Jr., Spencer Watts, Pam Welsh, Emily Wharton, Councilwoman Tara Wicker

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, Ms. Fran Gladden seconded and the agenda was approved.
4. Mr. Van Mayhall, Jr. moved to approve the March 12, 2013 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

Mr. Rhorer announced that April marks the one year anniversary for the completion of North Blvd. Town Square (NBTS). The NBTS has hosted over 150 events to date.

5. Board Action – There was no board action.

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

6b. Development Initiatives – River Center Library – The Commission viewed, via PowerPoint, images of the concept designs. Each Commissioner received a copy of the newspaper articles. Mr. Spencer Watts, library director, informed the Commission that a community input meeting was held Wednesday, April 3 at the Louisiana Art and Science Museum. Mr. Watts reviewed the concept designs and briefed the Commission on the proposed design of the library. Ms. Mary Stein encouraged everyone to view the schematic design presentation on the EBR Library web site and submit their comments.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of the Repentance park ribbon cutting and toy box. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the ribbon cutting for the park was a tremendous success and commended the DDD staff for their work on the event.

IBM – The Commission viewed, via PowerPoint, an image of the proposed rendering of the IBM building. Each Commissioner received a copy of the newspaper articles. Mr. Jared Smith, Baton Rouge Area Chamber of Commerce, informed the Commission that the IBM project will be transformational for downtown and the state of Louisiana. The development located at the old Advocate site bordered by Main, North, Lafayette Street and River Rd. will produce 800 new jobs with a build out of 1,100. The partnership between public and private sources will affect the diversity and economy of the state. The permitting process for the IBM building has begun and the construction is proposed to be completed by 2015. Mr. Smith also mentioned that there is more to come for the city. Mr. Rhorer commended everyone involved in the project.

Richoux Building Acquisition – The Commission viewed, via PowerPoint, photographs of the Richoux building. Each Commissioner received a copy of the newspaper articles. Mr. Michael Crouch informed the Commission that he purchased the Richoux's building at the corner of Third Street and Florida St. Negotiations are in the works to house Raising Canes' in the first floor and preliminary plans include a restaurant on the top floor and there will be additional space available on the first floor. The building will undergo a \$1-2 million renovation. Mr. Ben B. Taylor informed the Commission that the Coca Cola sign will be repaired and working.

Commerce Building Update – The Commission viewed, via PowerPoint, an image of the proposed rendering of the Commerce building. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that the project is proceeding.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Each Commissioner received a copy of the newspaper articles. Ms. Whitney Cooper informed the Commission that the overall public response has been excitement for the project as well as recommendations from the consultants using the East Blvd. median for the bikeway, reconciling neighborhood concerns about parking and bike pedestrian desire for a designated path.

Expressway Park – The Commission viewed, via PowerPoint, an image of proposed greenway. Ms. Angela Harms, BREC, informed the Commission that BREC is partnering with the DDD on a portion of the Greenway that goes through Expressway Park.

The first portion of the pathway will be built within Expressway Park. In conjunction with the Greenway BREC is developing a master plan for the park. A follow up public meeting is scheduled for Thursday, May 2nd at Expressway Park.

Hampton Inn Update – The Commission viewed, via PowerPoint, a photograph of the Hampton Inn. Each Commissioner received a copy of the newspaper article. Ms. Allison Crump, Director of Sales, informed the Commission that the hotel has an anticipated opening date between April 30 – May 1 and reservations are open for individuals and groups.

BR Walls – The Commission viewed, via PowerPoint, a photograph of a mural on the back of the building located at 450 Main St. Mr. Rhorer informed the Commission that BR Walls has completed the mural on the wall located at Main and Fifth Street.

Downtown Task Force – The Commission viewed, via PowerPoint, a photograph of the downtown area. Ms. Chris Nichols introduced Sgt. Chad King, Baton Rouge City Police. Sgt. King informed the Commission that in July 2012 the Downtown Task Force was formed and has been responsible for approximately 400 arrests and assisted 30 individuals to return home. Mr. Rhorer acknowledged everyone involved in the program and its success. Sgt. King encouraged any business that has an issue to please contact him.

Downtown Residential Checklist – The Commission viewed, via PowerPoint, a photograph of a home in Beauregard Town. Ms. Chris Nichols informed the Commission that Ms. Fran Gladden will assist her in drafting other individuals to assist with the development of the checklist.

New Business Announcements – Red Six Media – The Commission viewed, via PowerPoint, an image of the logo. Each Commissioner received a copy of the newspaper article. Mr. Matt Dardenne informed the Commission that Red Six Media has located their offices at 319 Third Street. The company is a full service advertising agency specializing in graphic design, video production, creative strategy and political media.

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.

- Spring Fitness series
- Anniversary of the Kamikaze Attack – USS Kidd – April 11
- Blues Festival – April 13
- FUMC Cambodia Craft Sale / Velo Louisiane Bicycle Festival – April 14
- Bike to Work Week – April 15 – 19
- Floral Design Class / Connect With – April 18
- Marco Photography Art Exhibit – April 19
- Color Run – April 20
- Earth Day – April 21
- National Crime Victim's Rights – April 25
- Belle of Baton Rouge Concerts – April 26
- March for Babies – April 27
- Live After Five – April 12,19,26, May 3, 10,17,24
- Sunday in the Park – April 14,21,28, May 5,12
- Run to Win Louisiana / Spanish Town Walking Tour – May 4
- B. R. Arts Market – May 10
- Greek Festival / Roll for Great Possibilities – May 11
- Storybook Ball – May 18
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA

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- River Center Events
- 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.

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

- Better Block Baton Rouge – April 13 – 14 – Demonstration project on Government Street as a complete street

Mrs. DiResto briefed the Commission on the event and thanked everyone involved with the project. Mr. John Price informed the Commission that the project is a recommendation under Future BR and encouraged everyone to attend.

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

- Farm to Table Tops Program (tabletopsbr.org)
- Online Auction for existing tables – June – July 2013
- Introduced new employees: Jeremy Baker & Lisa Gray
- Mobile Farmers Market

Literary Committee – Mr. Van Mayhall, Jr. informed the Commission that subcommittees were formed to further research various elements of the literary city program. Mr. Mayhall will report on their findings at next meeting.

8. **Correspondence** – There was no correspondence.

9. **Public Comment** – Ms. Rosemary Leleaux informed the Commission legislation has been filed that would end the entertainment tax credits for the film industry in Louisiana. Ms. Leleaux encouraged everyone to support the film industry and attend the rally this evening at 6:00 p.m. at The Echelon Center located at 6220 Florida St.

Cory Belden briefed the Commission on the Bike to Work week schedule of events and encouraged everyone to participate in the event.

Ms. Chris Nichols commended the DDD staff for their efforts in downtown development.

Meeting adjourned at 9:00am.