

DDD Commission Meeting
June 14, 2011, 8:00 a.m.
City Club, 355 North Blvd.

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

Others in Attendance: Copper Alvarez, Chris Andrews, Tony Antoon, Renee Areng, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Gary Black, Virginia Black, Ward, Bond, Rebecca Bonnet, Kristin Brinson, Harold Briscoe, Kevin Broussard, Mike Bruce, Erin Brush, Rex Cabaniss, Chad Calder, Wanda Calkins, Gayle Carnahan, Eric Carnegie, Renee Chatelain, Doug Cochran, Cosima Clements, Erin Cocharn, Tim Cockerham, Amber Cook, Melissa Daly, Rachel DiResto, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Casey Evans, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Derek Fitch, Chris Gavrelis, Brian Goad, Trey Godfrey, Krista Goodin, Derek Gordon, Francis Grayson, Ashanti Green, Bob Greer, Ted Griggs, Melanie Hanley, Jason Hargrave, Katie Harvey, John O. Hearin, Caleb Heine, Bea Heroman, Mayor Holden, Jake Holinga, Ryan Holcomb, Nicole Huffstetier, Sadie Roberts Joseph, John Kaufman, Bridget Kerley, Sarah Kracke, Ashley LaBorde, Pierre LaGrande, Leigh LaFargue, Debbie Lapeyrouse, Beverly LeBeau, Rose Marie Leleaux, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Fr. Pat Mascarella, Robyn Merrick, Nicole Merritt, Jeff Michie, Jason Miller, Todd Mitchell, Karen Moreau, Robyn Morrison, Camm Morton, Dyke Nelson, Gordon Nelson, Mike Odom, Mary Olinde, Billy Overton, Vertina Overton, Wendy Overton, Gary Perilloux, Lisa Perron, Ashley Pierce, Eric Poche, Skipper Post, Mike Prejean, Taylor Rainey, Buddy Ragland, Tina Rance, Margaret Read, Daniel Rhodes, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Darlene Trula Remson, Rowland, Kerry Ruiz, Samuel Sanders, John Schneider, Dominick Scott, Larry Selders, Casey Sessums, Ann Shaneyfelt, Darlene Shingleur, Smith, John Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ben Taylor, Rivers Taylor, Ryan Temple, Manuel Valencia, Scott Varnadoe, Clark Vega, Gabe Vicknair, Kathy Wascom, Emily Wharton, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Ms. Fran Gladden moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the May 10, 2011 minutes, Mr. Danny Montelaro seconded and the minutes were approved.
5. **Board Action** – There was no board action.

Mr. Davis Rhorer welcomed everyone to the meeting and thanked the City Club for hosting the meeting. Mr. Rhorer reviewed the ten different businesses and non profits that will announce expansions in the downtown area. Mr. Rhorer introduced the DDD board to the audience.

6a. **Governmental Issues – Louisiana State Historic Tax Credits** – The Commission viewed, via PowerPoint, an image of the state capitol and the legislation. Mr. Jacob Holinga informed the Commission that the DDD has been working the DDD coalitions around the state on extending the sunset provision for the State Historic Tax Credits to 2015. Following is the status on the legislation:

HB 349 – Taken up by the senate revenue and fiscal affairs committee – waiting on action report
SB63 – Up for vote on house floor - waiting on action report

FHA Grants – The Commission viewed, via PowerPoint, an image of the proposed greenway and grant application. Mr. Jacob Holinga informed the Commission of the following grant submittals:

- May 30 – \$200,000 – Mr. Jake Holinga submitted a proposal to the FHWA Louisiana State Trails program for an amount up to \$200,000. Funding if awarded would provide construction dollars for FY11 and FY12 for the portion of the Downtown Greenway stretching from Expressway Park to North Boulevard. Mr. Holinga has previous success with this program and was awarded \$100,000 in 2010 for the Downtown Greenway.
- June 3 – \$2 million – Mr. Jake Holinga submitted a proposal to the FWA Transportation, Community and System Preservation Discretionary grant program. The proposal request is for an amount up to \$2,000,000 to create a functional green network of pedestrian and bicycle paths - a new transportation infrastructure greenway - that will connect Downtown Baton Rouge to its surrounding neighborhoods, the Mississippi Riverfront, and leading activity centers to provide more sustainable transportation options and promote economic and community revitalization. For the last decade, one of the most important transportation and economic development goals in Baton Rouge has been to revitalize and transform the Downtown and the Mississippi Riverfront by connecting these destinations to one another and to the surrounding neighborhoods, including Louisiana State University (LSU).
- July 31 – \$2 Million – Mr. Jake Holinga is preparing a proposal to be submitted to LaDOTD's Transportation Enhancement Program. The proposal request is for an amount up to \$2,000,000 which will be used to create the Downtown Greenway, a 2.75 mile pedestrian and cycling corridor featuring green infrastructure, will extend from LSU through Baton Rouge's central business district and to the Mississippi Riverfront and provide access to a number of neighborhoods, commercial centers, recreational facilities, parks, attractions and historical landmarks along the corridor. While highly significant on its own, the Downtown Greenway is also an integral component of the broader, comprehensive effort to remake Downtown Baton Rouge into a more connected and cohesive - and therefore, more livable and economically vital - community for current and future generations. Mr. Holinga has been successful with this program and was awarded \$2,000,000 for the North Boulevard Town Square project.

6b. Development Initiatives –North Boulevard Town Square (NBTS) – Area Developments – The Commission viewed, via PowerPoint, a map indicating development around the North Blvd. Town Square. Each commissioner received a copy of the newspaper article and press release.

City Club Renovations – The Commission viewed, via PowerPoint, renderings of proposed renovations. Mr. Van Mayhall, Jr. recognized Mr. Bob Greer, vice president of City Club board, and Mr. Tom Willingham, chairman of entertainment committee. Mr. Mayhall informed the Commission that as president of the City Club he is happy to announce that the City Club members voted to make the following improvements to the club:

- expansion of the signature room to include a veranda II room
- open air terrace
- banquet kitchen
- replace food service elevator
- new storage
- 1st floor – improvements to grill and kitchen
- Modifications to handicap access outside

Approximate cost for renovations are \$2,100,000 with a 8 month construction period and expected completion date by fall 2012. Mr. Mayhall recognized project architect, Mr. Buddy Ragland and commended the City Club staff.

Mr. Rhorer introduced Mayor Holden and commended him for his support of the downtown projects. Mayor Holden mentioned that success is a team effort and expressed that we all have witnessed and are witnessing an amazing transformation of our Downtown. It all plays a role in transition of the city and there is a lot to be proud of and we will continue to move forward.

Zoila – The Commission viewed, via PowerPoint, a photograph of II City Plaza. Mr. Rhorer announced that Mr. Mike Wampold and Mr. Louis DeAngelo have partnered to open the Italian bistro in II City Plaza. The restaurant is scheduled to open in mid July 2011.

Dearman's – The Commission viewed, via PowerPoint, photographs of the interior of restaurant space at the 19th Judicial Court House. Mr. Casey Evans informed the Commission that Dearman's is scheduled to open the second week of July inside the 19th Judicial Court House. The restaurant will be open five days a week from 7am – 3pm and will be serving breakfast and lunch.

Shaw Center – The Commission viewed, via PowerPoint, a photograph of the exterior of the Hartley Vey Studio theatre. Ms. Renee Chatelain informed the Commission that Remson Haley Herpin Architects has been hired to design a new entrance for Hartley Vey Studio theatre. This will allow the theatre to open directly onto North Blvd. Town Square. They will also coordinate music scheduling with Live After Five so the genre is the same.

Viking – The Commission viewed, via PowerPoint, photographs of existing pool area and design of proposed structure. Mrs. Tina Rance, Hilton, introduced Mr. Tony Antoon, Viking Culinary group, Mr. Chris Gavrelis, Commercial Properties and Colonnade Hospitality and Mr. Daniel Rhodes, Hilton General Manager. Mrs. Rance informed the Commission that Hilton Capital Center will open the Viking Cooking School Outdoors on the pool deck of the Hilton Capital Center. A pavilion structure will be constructed that will give the illusion of a ship – it will have three tiered roofs that will provide ventilation. Demolition for the project will begin mid June, 2011. The construction phase is expected to last 9-11 months given us an estimated completion timeframe of fall 2012. Mr. Tony Antoon expressed his excitement to be a part of downtown and is looking forward to co-branding with the Hilton and commended everyone that has been involved with this project.

Third Street Acquisitions – The Commission viewed, via PowerPoint, photographs of the exterior of the buildings. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that Mr. Andy Blouin and Mr. Sean Malone, co-owners of Serrano's, have purchased three buildings on Third Street. The buildings housed the former Latil's Stationery, Wags on the Levee and are the current location of Lokka Med Spa. They also previous purchased the Avoyelles Building at 333 Third Street and plan to house the "City Bar" that will open early Fall 2011.

River Center Library – The Commission viewed, via PowerPoint, an image of the Request For Qualifications and existing library. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the selection committee chose WHLC Architecture and Boston based Schwartz/Silver Architects to design the library. Mr. Rex Cabaniss, WHLC Architecture, listed the team.

The goal is to build one of the best libraries across of the nation and the team will be working with the Mayor's office, CPEX, DDD, Metropolitan Council as well as obtaining stakeholder input.

DDD Projects Update – The Commission viewed, via PowerPoint, photographs of the current construction. Each Commissioner received a copy of the newspaper articles. Mr. Gabe Vicknair informed the Commission that the Metropolitan Council approved an addendum to the contract to include design for the transition of Galvez Plaza to Repentance Park. Mr. Vicknair reviewed the current construction photographs. Mr. Rhorer informed the Commission that the beacon will feature the following:

- 2 high resolution screens
- 2 low resolution screens
- display transit information
- programmable music
- tourism component
- interactive visual component

The North Blvd. Town Square will also include a transit shelter that will have GPS capability. Mr. Rhorer commended Mayor Holden for his support of the projects.

Project Status Report – The Commission viewed, via PowerPoint, images of projects. Mr. Rhorer reported that the DDD created a project status report that was distributed to the DDD Commission, Metropolitan Council and Mayor Holden.

The Elysian – The Commission viewed, via PowerPoint, an image of the proposed rendering. Each Commissioner received a copy of the newspaper article. Mr. Ryan Temple informed the Commission that he and business partner Mr. Donnie Jarreau will be constructing a 4 story, 100 unit apartment complex that will be located on the corner of 13th Street & Spanish Town Rd. Plans are to break ground by the end of the end of 2011.

Creative Capital of the South Presentation – The Commission viewed, via PowerPoint, slides pertaining to Creative Capital of the South. Mr. Mike Odom, Baton Rouge Area Chamber, informed the Commission that Creative Capital of the South is a regional brand launched in February 2011. The goal is to create an identity for the nine parish Baton Rouge area.

New Downtown Trolley's – The Commission viewed, via PowerPoint, an image of the new trolley. Mr. Rhorer informed the Commission that three new trolleys will be debuting downtown by the end of the summer. Mr. Gabe Vicknair assisted CATS with the designs on the sides of the trolleys.

Transportation Improvement Initiatives – The Commission viewed, via PowerPoint, an image of PBR II documents that pertain to transportation improvements. Mr. Rhorer stated that PBR II includes a number of transportation improvements and DDD is working with DPW to prioritize those recommendations and to determine their feasibility.

300seats – The Commission viewed, via PowerPoint, an image of the logo. Each Commissioner received a copy of the newspaper article. Mr. Manuel Valencia informed the Commission that he and his partners launched 300seats on June 1, 2011 in the Kress building. The concept is to create a cultural hub in Baton Rouge by taking an empty space and using it for a variety of events. Events for the space could be an art and performances or film and food. Mr. Valencia expressed his desire to locate downtown but said he will organize several pop up events across the city before selecting a permanent space.

Vision City Development Group Announcements – The Commission viewed, via PowerPoint, an image Stroube's restaurant. Mr. Derek Fitch introduced Stroube's manager Eric Carnegie.

Mr. Carnegie announced that Chef Scott Varnadoe has been invited to serve a prestigious dinner at the James Beard House in New York. It is a great honor for Stroubes, Chef Varnodoe and Baton Rouge. Chef Varnadoe expressed how honored he is to have been asked last year and this year to return to the James Beard House. On Tuesday, June 21, Baton Rouge Uncorked in conjunction with BREADA is hosting a preview of the menu he will be serving for the James Beard House. Proceeds will benefit BREADA and Baton Rouge Uncorked.

Springboard – The Commission viewed, via PowerPoint, an image of the logo, building layout. Mr. John Schneider announced that Springboard Baton Rouge Executive Office Suites will be opening in the Kress Building on September 1, 2011. The executive office suites will include the following:

- 30 individual offices
- space for 40 cubicles / available for daily/ weekly / monthly lease
- common reception area
- conference rooms
- I café
- Kress gallery – allows seating for 100 - 150
- Entrepreneur job creation center – educational seminars
- Onsite mentorship
- Venture capital fund

DDD Webpage Update – The Commission viewed, via Power Point, an image of the DDD web page. Mr. Caleb Heine, student intern, informed the Commission that he is in the process of updating the DDD web site to include the following:

- Summary of DDD awards
- Fitness – run routes / workout facilities

New Downtown Business – Historic Tessier Building Tenant – The Commission viewed, via Power Point, a photograph of the building. Mr. Dyke Nelson announced that his business partner David Weinstein have signed their first tenant with “Tilt” for the Tessier Building. Tilt is a graphic design and web development firm. Mr. Nelson also announced that they are expecting to close on their final funding source in the very near future. Information about the building can be found at www.Tessierbuilding.com.

Events – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Rhorer briefed the Commission on the following events.

- Neighborhood Block Party – June 16th
- Juneteenth – June 18th
- Louisiana State Museum Friends Fundraiser – June 18th
- Friends of Animals Fundraiser – June 21st
- July 4th Events
- LSU Museum of Art
- LASM
- Manship Theatre Events
- River Center Events

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover.

Mr. Rhorer informed the Commission that Strategic Plan Committee is in the due diligence phase of expanding the boundaries. SSA Consultants has been retained to look at the type of employment and how to partnership with other entities might occur.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Ms. Rachel Diresto made the following announcements:

- July 21 – CONNECT Policy forum will be held at Lod Cook
- Aug. 17 – 19 – Smart Growth Summit
- June 16 – Red Stick Green Drinks

BREADA – The Commission viewed, via PowerPoint, a photograph of BREADA’s logo. Ms. Darlene Rowland informed the Commission of the following:

- Fresh Fest events continues highlighting Louisiana agricultural products each week on Saturday
- Visit www.breada.org to purchase tickets for the Chef Scott Varnodoe preview dinner
- Special July 4th weekend events

8. Correspondence – There was no information.

9. Public Comment

Mrs. Cheri Ausberry introduced the new branch manager for Capital One downtown, Ms. Ashanti Green.

Ms. Robin Merrick, Southern University Alumni affairs, announced that the 28th Annual Southern Alumni conference will be held in downtown Baton Rouge on July 6 – July 10, 2011. For more information visit www.sualumni.org

Ms. Frances Bennett, Louisiana State Museum Friends, announced that the 1st Annual Louisiana State Museum fund raiser is scheduled for Saturday, June 18, 7:00 p.m. at the museum. The event will include exhibits that will come to life, live and silent auctions, music and food. For complete details visit the Louisiana State Museum web site.

Ms. Sadie Roberts Joseph, Museum of African American History museum, encouraged everyone to attend the 20th Annual Juneteenth Roots and Heritage Awareness Festival Saturday, June 18 at the museum located at 538 South Blvd. Activities include speakers, music and food.

Ms. Wendy Overton encouraged everyone to attend, Creative Louisiana, a monthly meeting for creative types. The meeting monthly is scheduled for Wednesday, June 29, 8:30 a.m. at the Baton Rouge Gallery.

Councilwoman Tara Wicker invited everyone to the quarterly Tell Tara Town meeting tonight, 6:00 p.m. at the Baton Rouge Gallery

Derek Gordon briefed the Commission on the following events:

- June 16 – “Eat for the Arts” benefitting Community Funds for the Arts. The event will take place along Perkins Rd. from South Acadian Thruway until Kalurah St.
- June 23 – Arts Council Annual meeting at the Manship Theatre

Meeting adjourned