

DDD Commission Meeting  
July 10, 2012, 8:00 a.m.  
Capitol Park Museum, 660 N. Fourth Street

Attending: Norman Chenevert, Derrell Cohoon, Verni Howard,  
Van Mayhall, Chris Nichols

Absent: Fran Gladden

Others in Attendance: Tom Adamek, Gary Anderson, Paul Arrigo, Jo Landry Bagwell, Jeffrey Beck, Frances Bennett, Tanya Bennett, Gary Black, Virginia Black, Suzanne Blanchard, Ward Bond, Marcelle Boudreaux, Kristin Brinson, Kevin Broussard, Erin Brush, Gary Burkett, Jimmy Burland, Chad Calder, Gayle Carnahan, Christy Chachere, Renee Chatelain, Allison Cooper, Sara Courtney, Suzette Crocker, Ron Crum, Allison Crump, Robert Dafford, Melissa Daly, Patrick Danna, Chad Danos, Nedra Davis, Genny Denton, Rachel DiResto, Erin Ducote, Kendrick Ebanks, Terry Elmore, Gwen Emick, Mark Entrekin, Betsy Fazekas, Cassie Felder, Pete Ferrara, Judy Foust, Mac Freeman, Joey Furr, Clark Gernon, Aaron Glaser, Brian Goad, Krista Goodin, Ashanti Green, Katie Guasco, Jennifer Hall, Brandon Hargrave, Katie Harvey, John O. Hearin, Jan L. Herrington, Ryan Holcomb, Danielle Honeycutt, Nicole Huffstetier, Courtney Hunt, Kris Sanchez Jackson, Danielle Kelley, Julia Kennedy, Mark Kennedy, Tara Kistler, Alex Knight, Joe Labbe, Ashley LaBorde, Leigh LaFargue, Andee Lanier, Lori Lasseigne, Jin Lee, Marie Leleaux, Jason Lockhart, Kyle Lynch, Bob McCarron, Jason Miller, B.J. Militello, Rebecca Moses, Shawn Nolan, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Casey Phillips, Ashley Pierce, Eric Poche, Jordana Pomeroy, Davis Rhorer, Reed Richard, Brooke Riglin, Susan Ringwald, Tanya Roberson, Darlene Rowland, Jenny Rozas, Kerry Ruiz, LeAnn Russo, Robyn Ryan, Kris Sanchez, Samuel Sanders, Kathy Scherer, Larry Selders, Casey Sessums, Shay Schillilng, Darlene Shingleur, Lorraine Slade, Brian Sleeth, Karen Stagg, John Smith, Bill Stark, Jennifer Steinhouse, Lacy Strohschein, Jan Sumrall, Casey Tate, Boo Thomas, Clark Vega, Mitch Verma, Gabe Vicknair, Rossie Washington, Jr., Brad Way, David Weinstein, Pam Welsh, Robert Wheat, Brady Whitton, Councilwoman Tara Wicker, Kyle Wilkinson, Matt Wilks, Yzell Williamson, Amy Wong, Molly Woodland

1. Ms. Chris Nichols called the meeting to order.

2. Ms. Chris Nichols declared a quorum.

3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Mayhall seconded and the agenda was approved.

4. Mr. Norman Chenevert moved to approve the June 12, 2012 minutes, Ms. Verni Howard seconded and the minutes were approved.

Ms. Chris Nichols introduced the new pastor at First United Methodist Church, Mr. Brady Whitton. Mr. Whitton expressed his excitement to be a part of the downtown and shared a few words of wisdom. Mr. Davis Rhorer thanked the Louisiana State Museum for hosting the meeting and introduced Division Director of the museum, Mr. Bill Stark. Mr. Stark welcomed everyone to the museum and encouraged them to view the exhibits following the meeting.

**5. Board Action – No board action.**

**6a. Governmental Issues – Riverfront Development** – The Commission viewed, via PowerPoint, images of proposed implementation projects. Mr. Davis Rhorer informed the Commission that the Metropolitan Council will consider budget supplement action items on the following projects July 25, 2012.

- Lafayette Street / Streetscape improvements – \$200,000
- Wayfinding in North Blvd. Town Square – \$30,000
- Riverfront Gateway improvements I-110 Interstate to Mississippi River – \$100,000
- Lighting for the canopy structure – \$50,000

Ms. Chris Nichols encouraged everyone to contact their Council person to encourage support of these items.

**6b. Development Initiatives – Downtown Greenway Planning Grant** – The Commission viewed, via PowerPoint, a photograph of the proposed greenway. Mr. Norman Chenevert informed the Commission that the East Baton Rouge Mortgage Finance Authority board has agreed to help fund the gap for the planning of the Downtown Greenway. They are currently working out the terms of the money transfer. Mr. Rhorer commended Mr. Chenevert for his assistance and informed the Commission that this is an important project for PBR II implementation and the DDD strategic plan. There is currently have \$1.4 million to implement Phase I of the project and construction plans for the entire Greenway.

**North Boulevard Town Square Update (NBTS)** – The Commission viewed, via PowerPoint, an image of highlighting the location of the proposed improvements. Mr. Gabe Vicknair briefed the Commission on the following items to be included in Phase II of NBTS.

- Improvements on the north side of North Boulevard between Third and Fourth (City Club, Dean Plaza, Eaton property)
- Improvements on the boulevard east one block to 5<sup>th</sup> St. and west one block to River Road from the existing Town Square work. This is funded by \$1.9 million in Transportation Enhancement Funds from DOTD.
- Establishment of the St. Phillip St. Promenade. The pavement used on the promenade will be similar in nature to the Shaw Plaza brick work.

The designers, Dana Brown Associates / Joey Furr Design Studio are working on the final drawings which will be submitted to DOTD for review. They will review and advertise for bid this next phase of the project.

**Repentance Park Update** – The Commission viewed, via PowerPoint, a photograph of the current construction site. Mr. Gabe Vicknair informed the Commission that the Metropolitan Council approved \$325,000 in sales tax rebates for riverfront improvements to Repentance Park. The funds will be used for underground obstruction change orders, lights in the fountains, seating and other accessories as called for in the plan. Completion date for the project is November 2012.

**Downtown Anti-Litter Initiatives** – The Commission viewed, via PowerPoint, a photograph of the Keep Baton Rouge Beautiful logo and images of litter downtown. Mr. Davis Rhorer informed the Commission that Baton Rouge will be exposed internationally with the upcoming International Planetarium Conference. In preparation for the arrival of the conference, area organizations along with the City of Baton Rouge Department of Public Works and the Baton Rouge Police Department are addressing issues such as litter, landscape maintenance, and public safety to ensure that our city and downtown is presented in the best possible light. The DDD sent an email to downtown stakeholders requesting them to be mindful of the cleanliness of their storefronts and businesses as well as throwing away litter as we walk downtown. Keep Baton Rouge Beautiful is planning a downtown clean up on Saturday, July 21. Ms Gwen Emick informed the Commission that the clean up will be held from 8am – 10 am and volunteers are to meet at LASM.

Ms. Emick encouraged everyone to do their part in keeping the downtown area clean on a daily basis. Mr. Rhorer informed the Commission that the office will be distributing cigarette butt receptacles to a number of downtown entities.

**New Business Announcements – State Parking Garage** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Brad Way introduced Mr. Kyle Wilkinson, Jimmy John’s. Mr. Wilkinson informed the Commission that Jimmy John’s will be locating in the Third St. parking garage in late fall 2012.

**City Bar** – The Commission viewed, via PowerPoint, a photograph of the interior of the establishment on Third Street. Mr. Rhorer informed the Commission that the establishment will open the first week in August.

**Karmady Yoga** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Ms. Brooke Riglin informed the Commission that she has opened a yoga studio at 533 Spain St. Ms. Riglin briefed the Commission on the classes offered at her studio.

**K. Amanda Morris and Elizabeth Walters** – The Commission viewed, via PowerPoint, an image of the exterior of the building. Mr. Rhorer informed the Commission that K. Amanda Morris and Elizabeth Walters have opened Individual and Family Therapy offices at 343 Third St.

**East Baton Rouge Mortgage Finance Authority** – The Commission viewed, via PowerPoint, an image of the East Baton Rouge Mortgage Finance Authority logo. Mr. Chenevert announced that the East Baton Rouge Mortgage Finance Authority will be re-locating downtown at 601 St. Ferdinand Street. The space is currently under renovations and plans are to move offices by September 2012.

Ms. Chris Nichols announced that the Bald Eagle Pub is now open at 140 Main Street, the former Thirsty Tiger location.

Ms. Renee Chatelain introduced the new director of the LSU Museum of Art, Ms. Jordana Pomeroy. Ms. Pomeroy expressed her excitement to be at the LSU Museum of Art and downtown.

Mr. Davis Rhorer introduced the new director of the Old State Capitol, Ms. Suzette Crocker. Ms. Crocker expressed her excitement to be at the Old State Capitol and downtown and informed the Commission that the previous director, Mary Durusau remains involved with the State Archives.

**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.

- Art Melt – July 14<sup>th</sup>
- Warrick Dunn Charities “Betty’s Hope” – July 16<sup>th</sup>
- I Do! Bridal Event – July 19<sup>th</sup>
- Capitol Park Museum – Summer lecture series
- Belle Summer Concert Series
- LASM
- Manship Theatre Events / LSU MOA
- FHL / Old Governor’s Mansion – Heritage Lecture
- River Center Events

Ms. Melisa Parmelee, Forum 35, informed the Commission that the Art Melt Preview Party will be held Friday, July 13<sup>th</sup> and the main event will be held Saturday, July 14<sup>th</sup>. Ms. Parmelee briefed the Commission on the schedule of events and for more information visit [www.artmelt.org](http://www.artmelt.org).

**7. Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the PBR II cover. Mr. Rhorer briefed the Commission on the following recommendations in Plan Baton Rouge 2 (PBR2) that are being implemented:

- The state will bid out improvements at the Shaw Center for the Arts later this month and included will be the new marquee entrance at the Hartley Vey Studio fronting the Town Square on North Boulevard. This project will directly align with the St Phillip St. pedestrian promenade and Repentance Park. The promenade will also be used by service vehicles and staff to the Old State Capitol.
- The connectivity of the St. Phillip St. promenade will be a powerful implementation feature of PBR2 and will offer a pedestrian experience unmatched in linking some of BR's starring civic and cultural attractions (Shaw Center for the Arts, North Boulevard Town Square, new Library, Galvez Plaza, Old State Capitol, Repentance Park and the Baton Rouge River Center). New green vistas and corridors for the downtown highlight the 'Central Green' concept of PBR2. This corridor will be an amazing transformation of public space emphasizing the connectivity as called for in PBR2 and FutureBR.
- When funds become available, the City Hall Plaza redesign and the demolition of the old Municipal Building into a green space will complete the piece of the 'Central Green' Downtown Greenway will link to this development and carry this 'green link' to our inner city neighborhoods further connecting these neighborhoods to downtown and the Town Square.

Ms. Boo Thomas requested that everyone contact their council member and encourage them to support the budget supplement items for downtown. Ms. Thomas commended Mr. Rhorer on his commitment to downtown and implementation of PBR2.

**Strategic Plan** – Mr. Casey Tate informed the Commission that the following marketing information has been updated:

- Economic incentives
- Demographic analysis
- Lease space

The information is available at the DDD office or on the DDD web site at [downtownbatonrouge.org](http://downtownbatonrouge.org).

**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:

- 7<sup>th</sup> Annual Smart Growth Summit scheduled for Aug. 27 – 29 at the Manship Theatre, Shaw Center for the Arts.

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

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- Fresh Fest continues and has partnered with Louisiana Two Step
- August 5 – 11 – National Farmer’s Week
- Oct. 20 – 2<sup>nd</sup> Annual Tailgating Throwdown

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

9. **Public Comment** – Mr. Bill Stark asked the attendees the keep the Bennett’s in their thoughts. Mr. Bennett is recovering form a recent stroke.

**Meeting adjourned at 9:00am.**