

DDD Commission Meeting
August 12, 2014, 8:00 a.m.
River Center, 275 S. River Rd., Meeting Rooms 9 & 10

Attending: Norman Chenevert, Derrell Cohoon, Ric Kearny, Chris Nichols
Scott N. Hensgens

Absent: Fran Gladden

Others in Attendance: Laura Acord, Tom Adamek, Rachel Alexander, Gary Anderson, Tara Aucoin, Jenny Harbourt Aucoin, Alicia Baron, Carolyn Bennett, Charles Bennett, Frances Bennett, Tom Bergman, Gary Black, Virginia Black, Shannon Blakeman, Ben Blackwell, Chuck Booksh, Timothy Boone, Jessica Boone, Benjamin Bradford, Jim Brandt, Kelli Branigan, Chelsea Brasted, Emile Breaux, Staci Brimer, Chris Brooks, Kevin Broussard, Nancy Broussard, Zach Broussard, Tess Brunet, Gary Burkett, Scott Byrd, Amy Canik, Steve Carleton, Gayle Carnahan, Christy Chachere, Margaret Chappuis, Cordia Clark, Rusty Clark, Penny Clemeat, Cosimo Clements, Oren Conner, Whitney Cooper, James Corry, Sara Courtney, Suzette Crocker, Ron Crum, Lynn Daigle, Sandra Daire, Lauren Davis, Tom Dawson, Angela deGravelles, Genny Denton, Kristen Diehl, Rachel DiResto, Frank Duke, Heather Fatzinger, Randy Faucheux, Peyton Feigley, Cassie Felder, Derek Fitch, Judy Foust, Joey Furr, Barry Gambold, Rob Gann, Mike Gauthier, Brian Goad, Leah Gray, Gaye Hamilton, Angela Harms, Jason Haynes, John O. Hearin, Robert Hebert, Marcus Hennison, Ben Herrington, Patrick Hodgkins, Ryan Holcomb, Arne Hook, Mark Hudson, Courtney Hunt, David Jacobs, Melody Joachim, Sadie Roberts-Joseph, John Kaufman, Bliss Kelley, Douglas Kennedy, Nicole Kennelly, Julia Kennerly, Stuart Keyes, Tara Kistler, Jane Koske, Irene Kotval, Noah Kozinko, Joe Labbe, Ashley LaBorde, Laurence Lambert, Morgan Landry, Andee Lanier, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Chelsea Layne, Beverly LeBeau, Gordon LeBlanc, Peggy Lee, Justin Lemoine, Cindy Littlefield, Sam Losavio, Mario Lozanov, Claire Major, Alex Major, Lauralyn Maranto, Mary Jane Marcanetel, Ben Martinez, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Jeanne McNeil, Michael Mayer, Eunice McCarney, Murray McCullough, John Melancon, Chris Meyers, Patrick Michaels, BJ Milatello, Tommy Milazzo, Alice Miller, Jason Miller, Mikeila Nagura, Steven Neal, Mary Nehlig, Dyke Nelson, Otha Nelson, Shawn Nolan, Amy Norval, Lucio Nunez, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Kelli Parker, Melissa Parmelee, Renee Payton, Stormi Persick, Lluvia Peveto, Andy Pine, Eric Poche, Zoran Pranjic, Buddy Ragland, Tina Rance, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Darlene Rowland, Jay Ruffin, Stephen Rust, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Shay Schillilng, Audrey Schmolke, Darlene Shingleur, Karen Stagg, Ben Stalter, Karla Swacker, Cherry Talbert, Velma Tarver, Casey Tate, Collis Temple, Jeremy Theriot, Patrick Terito, Boo Thomas, Ann Trappey, Michael Trufant, Veach Tucker, Caroline Tyler, Briana Vaughn, Clark Vega, Alex Velasquez, Gabe Vicknair, Councilwoman Tara Wicker, Sevetri Wilson, Neil Wright

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Ms. Chris Nichols moved to approve the agenda, Mr. Ric Kearny seconded and the agenda was approved.

4. Ms. Chris Nichols moved to approve the June 10, 2014 minutes, Mr. Derrell Cohoon seconded and the minutes were approved.

Mr. Rhorer thanked the River Center for hosting the meeting. Mr. Rhorer recognized Mr. Frank Duke, Planning Commission Director. Mr. Duke said he is looking forward to working with the Downtown Development District and expressed that he is a supporter of downtown.

5. Board Action – There was no board action.

6a. Governmental Issues – Metropolitan Council Agenda – Mr. Rhorer informed the Commission that the following items will be presented to the Metropolitan Council on Wednesday, August 13, 2014, for their consideration:

1. Architectural Services Contract with Design Workshop for the Downtown Greenway
2. Professional Services Agreement with Covalent Logic to redesign the Downtown Development District website
3. Professional Services Agreement with AECOM to update the 2005 Downtown Baton Rouge Parking Feasibility Study

6b. Development Initiatives – Downtown Parking Study – The Commission viewed, via PowerPoint, a photograph of the State Parking Garage. Mr. Rhorer informed the Commission that the Metropolitan Council will vote on the approval of the agreement with AECOM to update the 2005 Downtown Baton Rouge Parking Feasibility Study. The study will update the current parking demands, downtown traffic conditions and future development.

Third Street Developments – The Commission viewed, via PowerPoint, an image of the map indicating development along Third Street, a photograph of the exterior of Walk-On's Half Court and rendering of the interior. Mr. Rhorer informed the Commission that there are 11 different projects underway along Third Street. Ms. Kelli Parker, informed the Commission that construction is underway for Walk-On's Half Court, scaled back from original concept. The restaurant and sports bar is scheduled to be open mid November 2014. Mr. Rhorer thanked them for their investment downtown.

440 On Third – The Commission viewed, via PowerPoint, an exterior photograph of the building, rendering of the interior, and floor plans. Ms. Mary Nehlig, Commerce building manager, expressed her excitement to be a part of downtown. Of the 65 units available there are 25 units pre-leased. Model units are expected to be available between October and November 2014 and for more information send an email to info@440onthird.com. The rental rates are \$998 for 1 bedroom and \$1,475 for 2 bedroom. Mr. Rhorer recognized Mr. Dyke Nelson for his commitment to downtown.

US Agencies – The Commission viewed, via PowerPoint, a photograph the exterior of the building. Mr. Ben Martinez, US Agencies, informed the Commission that they will moving their corporate headquarters from Texas to the Commerce building.

The company will be occupying the eighth and ninth floors of the 440 on Third Building and they have secured naming rights. They initially will bring 100 employees and expect to increase the number to 125 employees.

Spanish Town Apartments – The Commission viewed, via PowerPoint, photographs of the existing building and rendering of the proposed renovations. Mr. Ben Stalter briefed the Commission on the history of the two 1924 apartment buildings located in the 600 block of Spanish Town. One of the structures was destroyed by fire and will be demolished this week, allowing for the construction of a replica of the original building with two 1,200 sq. ft. two bedroom units. The second structure will be renovated into four 600 sq. ft. one bedroom units. Elements from the demolished building will be salvaged and used in the construction of the new buildings. Pre-leasing for the units will begin March 2015. This project is utilizing historic building tax credits and was approved by Historic Preservation Commission.

Louisiana Realtors – The Commission viewed, via PowerPoint, a photograph of the existing building and renderings of the proposed renovations. Mr. Buddy Ragland representing Louisiana Realtors, informed the Commission that the building at 821 Main Street is currently undergoing certification for historic building tax credits. Mr. Ragland briefed the Commission on the proposed renovations to the building. The project is currently in the design phase, renovations and expansion is expected to be complete within the next year. Mr. Derek Fitch expressed Louisiana Realtors' excitement to be a part of the development downtown. Mr. Rhorer commended everyone involved in the project.

City Hall Plaza Workshop – The Commission viewed, via PowerPoint, a photograph of City Hall Plaza and photographs of the workshop. Mr. Rhorer informed the Commission that the Metropolitan Council approved the contract with Reed Hilderbrand as design consultants for City Hall Plaza. Reed Hilderbrand recently completed a two day workshop with DDD and stakeholders. The design for the plaza should be presented in approximately 6 months. The improvements will connect Galvez Plaza and Repentance Park to produce a great green space. Mr. Rhorer mentioned that the City Hall Plaza improvements are a recommendation of Plan Baton Rouge II.

Riverfront Gateways – The Commission viewed, via PowerPoint, an aerial indicating the riverfront gateways. Mr. Rhorer briefed the Commission on the improvements that have been made to the riverfront gateways and proposed improvements. The improvements at River Rd. and Florida Street providing ADA compliant accessibility and bicycle access are expected to be complete by November 2014. **LASM** – Mr. Rhorer briefed the Commission on the improvements underway along River Rd in front of LASM. This project is also scheduled to be complete by November 2014. Mr. Rhorer commended everyone involved with these projects.

River Road Multi-Use Corridor Grant – The Commission viewed, via PowerPoint, an image of the proposed improvements to river road. The DDD has applied for grants that will allow for trees and sidewalks to be installed on the east side of River Rd from Florida Street to Capitol Park Welcome Center.

St. Louis / St. Ferdinand Two-Waying – The Commission viewed, via PowerPoint, a photograph of the two-wayway. Mr. Rhorer informed the Commission that the two-wayway process continues and is expected to be complete by November 2014.

Town Square Update – The Commission viewed, via PowerPoint, photographs of Movie Night and Louisiana Marathon event at Town Square. Mr. Casey Tate informed the Commission that the North Blvd. Town Square recently hosted the following events:

- Movie Night which was a tremendous success
- Louisiana Marathon Event

Mr. Tate encouraged everyone to visit the web page for up to date event information.

Downtown Greenway Update – The Commission viewed, via PowerPoint, photographs of improvements to Expressway Park and greenway proposed renderings. Ms. Whitney Cooper informed the Commission that Expressway Park hosted a number of events this summer and the construction of the pathway is underway with completion expected for fall 2014. Ms. Angela Harms, BREC, briefed the Commission on the activities at the park and encouraged everyone to visit the Expressway Park. Phase II will coincide with Phase I construction for a total of approximately 6 months. Consequentially

DDD Marketing Materials – The Commission viewed, via PowerPoint, an image of the marketing materials. Mr. Gabe Vicknair briefed the Commission on the updated marketing materials and encouraged everyone to visit the Downtown Development District (DDD) web site to download the material. Mr. Rhorer commended Mr. Vicknair for his work on this project.

DDD Website Improvements – The Commission viewed, via PowerPoint, an image of the current DDD website. Mr. Gabe Vicknair informed the Commission that the DDD is working with Covalent Logic to redesign the DDD web page.

New Business – Lagniappe Records – The Commission viewed, via PowerPoint, photographs of the interior of the establishment. Ms. Tess Brunet informed the Commission that her and business partner Patrick Hodgkins have opened Lagniappe Records located at 705 St. Joseph Street in Beauregard Town. The store sells vinyl records, guitar picks, strings and drum sticks. They also offer music lessons and plan to utilize the back courtyard to offer outdoor events.

Roly Poly – The Commission viewed, via PowerPoint, a photograph of the exterior of the restaurant. Mr. Rhorer informed the Commission that the build out of the space is progressing.

Brickyard South – The Commission viewed, via PowerPoint, a photograph of the interior of the establishment. Mr. Rhorer informed the Commission that the bar and live music venue has opened at 174 South Blvd.

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.

- Live After Five
- Sickle Cell 5K – August 16
- BRAC Tech Tuesday – August 19
- 4D Cycling Criterium – August 30
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- Capitol Park Museum
- 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 Smart Growth Summit brochure. Mrs. Rachel DiResto briefed the Commission on the upcoming Smart Growth Summit that is scheduled for November 10 – 12, 2014.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland informed the Commission that the Red Stick Mobile Farmers Market is closed for the summer and will resume operations for the fall in October. The Market is open for breakfast and lunch Monday – Saturday.

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

- Live After Five – Begin September 5 – Three of the concerts have an opening act
- Social at Pastime – September 4

For more information on Downtown Business Association visit downtownbr.org

8. Correspondence – There was no correspondence.

9. Public Comment – Fr. Pat Mascarella briefed the Commission on the following:

- Congratulations to the Downtown Development District (DDD) for revitalization of downtown
- Cost of residential units need to be affordable
- Was parking considered with the development of the City Hall plaza
- Congratulations to DDD on the relationships with Spanish Town Civic Association, Beauregard Town Civic Association and Old South Baton Rouge
- Impossible for any disable person to get around Third street with the construction and table and chairs along the sidewalks

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- Curb Cuts direct wheelchairs into the intersection and do not meet ADA requirements and trees along Main Street need to be trimmed
- Fairness Ordinance is for everyone

Mr. Rhorer expressed that the DDD will following up on the Main Street and Third Street issues.

Councilwoman Wicker expressed that she is pleased to serve District 10 and encouraged everyone to stay involved. Mrs. Wicker will be working with the DDD on the issues brought up by Fr. Pat Mascarella.

Meeting adjourned at 9:00am.