

DDD Commission Meeting
September 13, 2011, 8:00 a.m.
Louisiana State Museum, 660 N. 4th Street

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon, Fran Gladden
Danny Montelaro

Absent: Chris Nichols, Van Mayhall

Others in Attendance: James Andermann, Gary Anderson, Renee Areng, Paul Arrigo, Jo Landry Bagwell, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Frances Bennett, Charles Bennett, Carla Bergeron, Gary Black, Virginia Black, Shannon Blakeman, Rebecca Bonnet, Chip Boyle, Kristin Brinson, Anne Broderick, Kevin Broussard, Mike Bruce, Erin Brush, Gary Burkett, Jimmy Burland, Chad Calder, Wanda Calkins, Gayle Carnahan, Stephanie Champagne, Jennifer Chick, Doug Cochran, Cosima Clements, Erin Cochran, Tim Cockerham, Amber Cook, Bay Compton, Helena Cunningham, Melissa Daly, Chad Danos, Nedra Davis, Genny Denton, Brian Dixon, Linda Drummond, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Alicia Enloe, Robert Fannin, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Derek Fitch, Judy Foust, Clark Gernon, Darryl Gissell, Brian Goad, Krista Goodin, Derek Gordon, Francis Grayson, Ashanti Green, Ted Griggs, Melanie Hanley, Katie Harvey, John O. Hearin, Caleb Heine, Ben Heroman, Ben Herrington, Jake Holinga, Ryan Holcomb, Lael Holten, Danielle Honeycutt, Nicole Huffstetier, Jerry Johnson, John Kaufman, Lanny Keller, Bridget Kerley, Jessica Keasler, Carrie Knight, Jenny Kornuta, Jackie Kreutzer, Ashley LaBorde, Leigh LaFargue, Melissa Landry, Debbie Lapeyrouse, Lori Lasseigne, Beverly LeBeau, Rosemary Leleaux, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Julie Love, Lauralyn Maranto, Fr. Pat Mascarella, Jeff Michie, Jason Miller, Rob Miller, B.J. Militello, Todd Mitchell, Jordon Monsour, Karen Moreau, Robyn Morrison, Neil Nelson, Gordon Nelson, Brent Nettles, Mike Odom, Mary Olinde, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Pointer, Sharon Pol, Skipper Post, Taylor Rainey, George Ragsdale, Tina Rance, Margaret Read, Bill Reich, Donna Reichman, Lief Remo, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Susan Ringwald, Darlene Rowland, Kerry Ruiz, Samuel Sanders, Larry Selders, Casey Sessums, Shay Schillilng, Ann Shaneyfelt, Darlene Shingleur, Michelle Shirley, Bill Smith, John Smith, Lisa Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Steinhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Rev. Suzie Thomas, Beth Thompson, Theresa Toussaint, Derek J. Veade, Clark Vega, Gabe Vicknair, Rosie Washington, Jr., Pam Welsh, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis, Molly Woodland

1. Ms. Cheri Ausberry called the meeting to order.

2. Ms. Cheri Ausberry declared a quorum.

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

4. Mr. Norman Chenevert moved to approve the August 9, 2011 minutes, Mr. Danny Montelaro seconded and the minutes were approved.

Mr. Davis Rhorer thanked Mr. Bill Stark, Louisiana State Museum, for hosting the meeting.

Rev. Susie Thomas introduced herself and then shared a few words of wisdom.

5. Board Action – There was no board action.

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

6b. Development Initiatives – Strategic Plan – The Commission viewed, via PowerPoint, images of the Strategic Plan cover. Each Commissioner received a copy of the draft Strategic Plan. Mr. Rhorer briefed the Commission on the following components of the proposed strategic plan based on recommendations in the PBR II plan:

- Proposed boundary expansion
- Identifying projects
- Economic incentives
- SSA job analysis

Mr. Rhorer commended the DDD staff for their work on this plan. The Commission was asked to review the proposed plan and take action at the October board meeting.

North Boulevard Town Square Update (NBTS) – The Commission viewed, via PowerPoint, photographs of current construction. Each Commissioner received a copy of the newspaper article. Mr. Gabe Vicknair reported the following update on the NBTS:

- South side of St. Louis intersection and east bound traffic on North Blvd. is open
- Hebe Plaza located on the east side of the site is open
- West bound of North Blvd. is under construction until end of October.
- Town Lawn – columns are currently being installed
- Secondary Stage – Stage cover will arrive end of September
- Beacon Plaza – construction continues
- Transit Shelter – Structure component is on site
- Main Stage – base is completed – Canopy will go Metropolitan Council for approval Sept. 14th
- Galvez Fountain – 75% complete
- Phase II – break ground in approximately 6 – 7 months and will include sidewalks on north side of North Blvd. and St. Philip promenade that will extend to Repentance Park

Mr. Rhorer expressed that the goal is to create a community gathering place for cultural and civic attractions for the city.

Repentance Park Update – There was no information to report.

River Center Library – The Commission viewed, via PowerPoint, a photograph of the exterior of the library. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the library board voted to meet with Metropolitan Council members to brief them on the advantages of the proposed new library building project.

Florida Street / LASM Site Improvements RFQ – The Commission viewed, via PowerPoint, an image of the proposed rendering of the intersection improvements. Mr. Rhorer informed the Commission that the project cost is approximately \$757,000.00 and funding is coming from a number of sources. The DDD composed and forwarded the scope of services to Department of Public Works (DPW). DPW received verbal approval from Canadian National Rail Road for pedestrian access. DPW will proceed with the process for Request For Qualification to hire designers / engineers to design the intersection improvement. Funding is included in Phase II of the North Blvd. Town Square project to implement site improvements at LASM.

438 Main Street – The Commission viewed, via PowerPoint, photographs of proposed renderings of the project.

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Mrs. Helena Cunningham, development team partner, reported that they have completed the Phase III report and received approval from the state to move forward with construction. They have submitted a request for variance to the Planning / Zoning Commission which was forwarded to the Metropolitan Council for approval at next week's council meeting. Once approval is received construction will commence.

Downtown Transportation – Game Day Shuttle – The Commission viewed, via PowerPoint, a photograph of CATS bus and LSU Stadium. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer commended CATS for the LSU Shuttle service and encouraged everyone to utilize the service. The shuttle can be caught at the corner of Lafayette and Convention and tickets can be purchased at the Hilton and Hotel Indigo. Tiger Trails Transit – The Commission viewed, via PowerPoint, a photograph of LSU Shuttle. Mr. Rhorer informed the Commission that the LSU system offers the following routes from downtown to LSU.

Daily Shuttle

Monday – Friday 7am – 5:30 pm
Buses every 20 - 30 minutes

Nighttime Shuttle – Monday – Wednesday 6am until 12midnight

Thursday – Saturday 6pm – 3am
Buses every 30 minutes

Farmer's Market – Every Saturday

8am – 12noon
Buses every 30 minutes

EBR Transportation Committee – The Commission viewed, via PowerPoint, a image of the logo and photograph of the CATS bus. Ms. Jennifer Steinhouse informed the Commission that a committee has been formed to focus on Baton Rouge transportation initiatives. There will be more information to report at the next DDD board meeting.

Hampton Inn & Suites – The Commission viewed, via PowerPoint, images of proposed renderings.

Mr. Rhorer informed the Commission that the DDD is assisting Windsor / Aughtry in finalizing the agreement with the state Office of Facility Corporation. The hotel will be utilizing 137 spaces in the LaSalle parking garage. Once the state ratifies the agreement, they can proceed with development

Mentorship Academy – The Commission viewed, via PowerPoint, an image of the logo and photographs of the school and students. Mr. Brian Dixon, Executive Director, informed the Commission that the school is in the second year of operation and now enrolls 9th & 10th graders. The school is a digital arts and media school consisting of 16 teachers 10 staff members. The goal is to prepare students for college. The school underwent renovations during the summer and Mr. Dixon encourages everyone to come by and tour the school. He also apologized for the buses along 4th street and recommended everyone to avoid 4th Street during the morning and afternoon pickup times. The school would like to establish a community connection through volunteering as a guest speaker, tutor or for a downtown tour.

Beauregard Town – Great Places in Louisiana Award – The Commission viewed, via PowerPoint, a photograph of a home in Beauregard Town. Each Commissioner received a copy of the newspaper article.

Mr. Brian Goad, president of Beauregard Town Civic Association, informed the Commission of the following:

- Beauregard Town received the Louisiana Great Places Award – \$1,500 grant.
- Assisting with tree project on East Blvd. to create a canopy surrounding the neighborhood

New Downtown Business – Butler Snow – The Commission viewed, via Power Point, an image of the logo. Mr. Jordon Monsour informed the Commission that he has joined the firm Butler Snow and they have located their offices to downtown Baton Rouge in the I City Plaza Building. Mr. Monsour briefed the Commission on the firms practice areas and expressed his excitement to be a part of the downtown development.

MJ Networking – The Commission viewed, via Power Point, an image of the logo. Mr. Jerry Johnson, owner, informed the Commission that MJ Networking is an IT consulting and support provider and are located in the Roumain Building on Third Street.

Aztecas Restaurant – The Commission viewed, via Power Point, an image of the logo and interior of the building. Mr. Rhorer informed the Commission that Aztecas will be locating in the former Little Village site on the corner of Lafayette and Main Street. Renovations are underway and plans are to open the restaurant in approximately three months.

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.

- Live After Five – September 9th
- Ride Indigo – Sept. 17th
- The 13th Gate – Sept. 22nd – Oct. 31st
- YMCA Rock the Roof Basketball Tournament – Sept. 24th
- LPB's Art Rocks! – Sept. 30th
- Sunday in the Park – Oct. 2nd
- United Way Jambalaya – Oct. 6th
- Zombie Run – Oct. 7th
- LASM
- Manship Theatre Events
- River Center Events
- USS Kidd – VE Day – August 16th
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7. **Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the PBR II cover and the topic was discussed earlier in the meeting.

8. **Ongoing Projects – CPEX** – The Commission viewed, via Power Point, a photograph of the CPEX logo. Ms. Jennifer Stenhouse thanked everyone who attended and sponsored the Annual Smart Growth Summit.

BREDA – The Commission viewed, via PowerPoint, a photograph of Tailgating Throw Down logo. Ms. Darlene Rowland informed the Commission of the following:

- Saturday, Nov. 5th – In celebration of the 15th year Anniversary of the Red Stick Farmer's Market the market will be hosting a Tailgating Throw Down. The event will include cooking cook off, music, activities, tasting wristband and cooking awards.
- HGTV filmed at the Red Stick Farmer's Market last week and the program will air January 2012.

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

9. **Public Comment**

Mrs. Cheri Ausberry recognized Councilwoman Tara Wicker – Councilwoman Wicker invited everyone to the quarterly Tell Tara Town meeting tonight at 6:00 p.m. The meeting will be held at the Children's Charter school and Police Chief White will be in attendance to discuss the District 10 crime plan.

Mrs. Cheri Ausberry recognized the City Police for their service.

Mr. Davis Rhorer encouraged everyone to attend the tour of the Cohoon residence at 714 N. 5th Street following the meeting.

Ms. Frances Bennett encouraged everyone to join the Louisiana State Museum Friends

Ms. Jennifer Chick announced that the BR Halloween parade will be held downtown on Saturday, October 29 at 2:00 p.m. For route and additional information visit the web site at www.10/31consortium.com

Ms. Rosemary Leleaux, East Baton Rouge Parish Children's Chorus, encouraged everyone to utilize the chorus for musical entertainment at Christmas celebrations. For more information visit facebook or you tube.

Ms. Carrie Knight, director of marketing for the Baton Rouge Symphony Orchestra, briefed the Commission on the upcoming concerts.

Meeting adjourned at 9:00am.