

DDD Commission Meeting
October 14, 2008, 8:00 a.m.
Kress Building, 447 Third St.

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

Absent: Mark Bensabat

Others in Attendance: Raymond Alexander, Copper Alvarez, James Andermann, Joe Anthony, Stephen Arceneaux, Paul Arrigo, Debbie Ashe, Jo Landry Bagewell, Brad Bates, Danny Belanger, Charles Bennett, Frances Bennett, Carolyn Bennett, Greg Bevin, Susannah Bing, Gary Black, Bill Blackwood, Philipa Blair, Dave Briggs, Carrie Broussard, Nancy Broussard, Dana Brown, Christina Bourg, Mike Bruce, Lacy Burris, Rex Cabaniss, Chad Calder, Gayle Carnahan, Nancy Carter, Ashley Casey, Lindsey Cavalier, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Todd Cooper, Whitney Cooper, Sara Courtney, Sandra Daire, Melissa Daly, Chad Danos, Pete Darling, Robert Dawson, Andi DeJohn, Rachel DiResto, Huey Dugas, Lacey Dupre, Kendrick Eubanks, John Eblen, Kirk Edwards, Bridger Eglin, Madeline Ellis, Matt Emory, Eric Engeman, Natalie Fielding, Derek Fitch, Carley Fleming, Joey Furr, Gail Gaiennie, Ed Gaskin, Carol Gikas, Debbie Gill, Brian Goad, Brace Godfrey, Krista Goodin, Mark Goodson, Derek Gordon, Francis Grayson, Jill Green, Scott Hall, John Hart, Tammy Hartley, David Jacobs, Joyce Jackson, John O. Hearin, Jerry Hebert, Kristin Hebert, John Helm, Mike Herschman, Walker Higgins, Kim Hodgeson, Ryan Holcomb, Tom Holden, Helen Holland, Virginia Holmes, Lael Holton, Kristi Howard, Alice Howe, Joe Hynes, David Jacobs, Staci Jamieson, Donnie Jarreau, Ingrid Payne Johnson, Ernest Junius, Jason Keller, Laney Keller, Stafford Kendall, Eddie King, Joe Labbe, Mike Labat, Dana LaFonta, Lori Lasseigne, Debbie Lapeyrouse, Justin Lemoine, Stacey Levert, Tom Livesay, Paul Lockett, Diane Losavio, Sam Losavio, Steven Lumpkin, David Madden, Claire Major, Katie Maloney, Nikki Essix Manuel, Lauralyn Maranto, Nicole Marshall, Jill Martinez, Laure Mary, Richard Mary, Katherine Mason, Dee Mather, Danny McGlynn, Carrie Miller, BJ Mililello, Al McDuff, Jeremy Meighan, Marvin Mitchell, Penny Murray, Richard Neal, Dyke Nelson, Peter Newkirk, Rod Nunez, Mike Odom, Janie Oldfield, Mary Olinde, Theresa Overby, Betsy Paille, Johnny Palazzotto, Bill Palmer, Greg Palmer, Gary Perilloux, Lisa Perron, Joel Phillips, Eric Poche, Skipper Post, Vincent Price, Tina Rance, Dan Reed, Daniel Rhodes, Janet Rhodus, Davis Rhorer, Erin Rolf, Kerry Ruiz, Kristen Sanders, Samuel Sanders, James Schafer, John Schneider, Katherine Scherer, Ben Schultz, Larry Sciacchetano, Joe Sciortino, Larry Selders, Lonnie Seals, Terry Serio, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, Mike Songy, Kathleen Spencer, Bill Stark, John Stewart, Jerry Stovall, George Strain, Kristin Stutes, Cherry Talbert, Ben Taylor, Todd Teepeli, Jeremy Tennant, Ted Terrell, Elizabeth Thomas, Christopher Toombs, Clark Vega, Barry Walls, Jack Warner, Brad Way, Tara Wicker, Olivia Watkins, Emily Wharton, Matt Wilks, Bubba Willis, Michael Wilson, Kate Wilson, Beau Wolfe, Erin Wood

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.

3. Mr. Cohoon welcomed Ms. Fran Gladden to the DDD Commission. Ms. Gladden works for Louisiana Department of Economic Development and is the Mayor's appointment to the Commission.

4. Mr. Mayhall moved to approve the agenda, Ms. Nichols seconded and the agenda was approved as amended.

5. Mr. Chenevert moved to approve the August 12, 2008 minutes, Mr. Mayhall recommended a correction in the minutes, Ms. Nichols seconded and the minutes were approved as amended.

6. **Board Action** – There was no board action.

7a. **Governmental Issues - Constitutional Amendment – EBR Redevelopment Authority** – The Commission viewed, via power point, a photograph of downtown riverfront. Each Commissioner received a copy of Act 936. Mr. Mark Goodson informed the Commission that Constitutional Amendment No. 6 is on the November 4 ballot. The amendment would remove certain restrictions on blighted property, including the requirement that public authorities first offer expropriated property to the prior owner before selling the property to a third party if the property was taken to remove a threat to public health or safety and was held for less than 30 years. The amendment also removes the requirement that the property be sold by public bid. Mr. Goodson also reported that the EBR Redevelopment Authority is currently reviewing a strategic plan and draft budget for consideration at its next meeting. Mr. Goodson also informed the Commission that the DDD will be applying for Cultural District designation in December.

7b. **Development Initiatives – Kress at Third & Main** – The Commission viewed, via power point, photographs of the exterior of the building and model units. Each Commissioner received a copy of the newspaper article. Mr. Godfrey commended everyone involved in the project. Mr. Schneider expressed that it has been a shared vision to see this building put back into commerce. The 65,000 sq. ft. building consists of the following:
1st Floor - 20,000 sq. ft. - Retail – Cyntreniks will move forward to sign a lease with men clothier, women boutique, art gallery museum, credit union and two restaurants
2nd floor 12,500 office space
3rd Floor - 19 residential: 3 units for sale 16 units for lease
Retail and office spaces are scheduled to be completed by February 2009. Mr. Schneider thanked Mr. Godfrey for his support.

New Tenant – 200 Government Street – The Commission viewed, via power point, a photograph of the building. Each Commissioner received a copy of the newspaper article. Mr. Brad Way expressed his excitement to be a part of the Kress Building. Mr. Way informed the Commission that “Anytime Fitness” has signed a lease to locate at 200 Government Street.

New Tenant – 421 / 423 Third Street – The Commission viewed, via power point, a photograph of exterior of the building. Mr. Dyke Nelson expressed what an honor it was to be a part of the Kress Building project. Mr. Nelson informed the Commission that he and business

partner David Weinstein purchased the building 421/423 Third St. Mr. Mike Labat will be occupying 3,000 sq. ft. of the building and opening a sports bar called "Punchers" in the location. The sports bar will offer television screens, shuffle board, billiards and live music on the weekends. Punchers is scheduled to open by the middle of December. Mr. Nelson also informed the Commission that he has two residential units available for lease at 232 Third Street.

North Boulevard Town Square Update – The Commission viewed, via power point, a photograph of proposed concepts. Ms. Dana Brown informed the Commission that the first public presentation of the North Blvd. Town Square concepts is scheduled for Tuesday, October 14 at 5:30 p.m. at LASM. Four concepts will be presented at this meeting and available online for the public to view. Mr. Joseph Furr expressed his excitement to be a part of a project that it will be a tremendous asset to downtown.

River Center Library Analysis – The Commission viewed, via power point, a photograph of the existing River Center Library. Each Commissioner received a copy of the newspaper article. Mr. Dan Reed informed the Commission that Trahan Architects has been hired to propose improvements to the existing downtown library. The study is scheduled to be complete by January 2009. Ms. Thomas encouraged the library to be a part of the Plan Baton Rouge II process and meet with the consultants.

Downtown Tree Planting Update – The Commission viewed, via power point, photographs of downtown tree wells. Mr. Peter Newkirk, DPW, introduced Mr. Greg Bevin. Mr. Bevin informed the Commission that the DPW crews worked over the summer to prepare 180 tree wells for planting. The planting will begin November 1 and is scheduled to be completed by Thanksgiving. DPW crews will maintain the tree wells. Approximately \$750,000 has been allocated for the maintenance of the tree wells.

Capital Marine – The Commission viewed, via power point, a photograph of the tug service's office. Mr. Rhorer informed the Commission that Capital Marine has located their headquarters at the foot of North Street and River Rd.

Southern Cross Wireless / AT & T – The Commission viewed, via power point, a photograph of exterior of the building. Each Commissioner received a copy of the newspaper article. Mr. Robert Dawson introduced Mr. James Schafer, co-owner. Mr. Dawson informed the Commission that they are a locally owned company and authorized AT-&-T dealer. Everyone was encouraged to visit the location at Third St. and Florida St. between Monday and Friday from 8:00 a.m. – 6:00 p.m.

Coastal Data Services – The Commission viewed, via power point, a photograph of the Coastal Data Services office. Each Commissioner received a copy of the flyer. Mr. Rhorer informed the Commission that Coastal Data Services is a new computer service business located at 211 Florida Street.

Plan Baton Rouge Phase II Update – The Commission viewed, via Power Point, an aerial photograph of downtown. Mr. Rex Cabaniss informed the Commission that his firm WHLC is the local representative on the project and they are in the mobilization phase. There will be a series of meetings with the Blue Ribbon Committee in October, and public input sessions in November. Mr. Cabaniss encouraged everyone to attend the public lecture by Alex Krieger of Chan Krieger Sieniewicz, lead consultant for Plan Baton Rouge Phase II on Oct. 23, 6:00 p.m. at the Manship Theatre.

International Downtown Association – The Commission viewed, via power point, a photograph of DDD Staff receiving an award. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the DDD was presented the Downtown Achievement Award at the annual IDA conference in September. Mr. Rhorer recognized WHL, Sasaki Associates and Covalent Logic for their work on this project.

Avoyelles renovation – The Commission viewed, via power point, a photograph of Avoyelles Café. Each Commissioner received a flyer. Mr. Dykes informed the Commission that the restaurant has completed its renovations, which include white tablecloth dining at lunch and dinner, as well as a bar downstairs and an upscale bar upstairs.

Events – DDD Open House – Mr. Rhorer informed everyone that the DDD open house is scheduled for Tuesday, October 14 from 3:30 p.m.– 4:30 p.m. Everyone was encouraged to visit the DDD office and meet Mark Goodson and James Andermann as well as view the new office renovation.

North Blvd. Town Square Open House – See above item: North Boulevard Town Square Update.

Live After Five commences – The Commission viewed, via Power Point, the poster for the concerts. Mr. Kerry Ruiz reviewed the line-up for the remaining concerts and encouraged everyone to attend.

Hollydays – The Commission viewed, via Power Point, the logo for Hollydays. Mr. Rhorer encouraged everyone to attend Hollydays which is scheduled for Oct 15 - 18 at the River Center.

Crop Hunger Walk – The Commission viewed, via Power Point, the flyer for the event. Each Commissioner received a copy of the flyer. Ms. Joyce Jackson encouraged everyone to attend the Crop Hunger Walk that is scheduled for Saturday, October 18 at 9:00 a.m. at Galvez Plaza. Ms. Jackson informed the Commission that 25% of what is raised at the Greater Baton Rouge Crop Walk stays in our local area.

Uncommon Thread Wearable Art Show – The Commission viewed, via Power Point, photographs from the previous art show. Each Commissioner received a copy the press release. Ms. Erin Rolfs encouraged everyone to attend the 2nd Annual art show which is scheduled for Saturday, October 18, 8:00 p.m. at the Louisiana State Museum.

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Sunday's in the Park – The Commission viewed, via Power Point, a photograph of the flyer. Commissioner's received a copy of the flyer. Mr. Derek Gordon briefed the Commission on the following events:

Sunday's in the Park – Oct. 5 – Nov. 11, 2008

Listening Room / David Sanchez – Oct. 24, 7:00 p.m. Lyceum Dean Building, 124 Third St.

Informational meeting regarding the bond issue - Oct. 21 – 5:30 p.m. – 6:30 p.m. at Baton Rouge Area Foundation.

Kantrow Lecture Series featuring Alex Krieger – The Commission viewed, via power point, a photograph of Mr. Krieger. Each Commissioner received a copy of the newspaper article.

Fiddlin on the River with Amanda Shaw – October 23, 6:30 p.m. – The Commission viewed, via power point, a photograph of Amanda Shaw. Mr. Jon Elvert encouraged everyone to attend the performance by Amanda Shaw, "Fiddlin on the River" as well as the planetarium show "Hurricane on the Bayou".

Foundation for Historical Louisiana Gala – The Commission viewed, via power point, a photograph of the Old Governor's Mansion. Each Commissioner received a copy of the Foundation for Historical Louisiana brochure. Ms. Carolyn Bennett briefed the Commission on the upcoming 10th Annual Old Governor's Mansion Gala which is scheduled for Thursday, October 30. Everyone was encouraged to attend the fundraiser which provides funding for the Foundation for Historical Louisiana.

8. Ongoing – Plan Baton Rouge / Center for Planning Excellence – The Commission viewed, via power point, the CPEX logo. Each Commissioner received a copy of the Plan Baton Rouge 10 year anniversary booklet. Mrs. Rachel Diresto informed the Commission that Plan Baton Rouge was born ten years ago and encouraged everyone to view the booklet that was distributed.

BREADA – The Commission viewed, via power point, the BREADA logo. Ms. Copper Alvarez briefed the Commission on the following events:

November 1

Main Street Market – 6th Anniversary

Red Stick Farmer's market – 12th Anniversary

Baton Rouge Arts Market – 10th Anniversary

Louisiana Small Farm Survival Fund

Month of Harvest

9. Correspondence – No information to report.

10. Subcommittee Update – No information to report.

11. New Business –

Meeting adjourned.