

DDD Commission Meeting
October 13, 2009, 8:00 a.m.
Louisiana State Museum, 660 N. 4th St.

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

Absent: Fran Gladden

Others in Attendance: Lt. Raymond Alexander, Raymond Allmon, Copper Alvarez, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Paul Arrigo, Annabelle Armstrong, Jo Landry Bagwell, Susan Bailey, Ed Batson, Mary W. Baus, Kyle Beall, Michael Beck, Danny Belanger, Jeff Bell, Francis Bennett, Charles Bennett, Carla Bergeron, Jennifer Berniard, Ricky Besson, Susannah Bing, Brittanny Bland, Mary Boston, Whitney Breaux, Dave Briggs, Carrie Broussard, Jeremy Broussard, Kevin Broussard, Christina Bourg, Dana Brown, David Brown, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Chad Calder, Patricia Calfee, Gayle Carnahan, John Carpenter, Nancy Carter, Ashley Casey, Trey Castleberry, Lindsey Cavalier, Jack Chapman, Nancy Chesson, Chuck Cline, Charles Coates, Sonya Collins, Ronnie Comeaux, Todd Cooper, Whitney Cooper, Cpl. Don Coppola, Paul Counce, Sara Courtney, Ron Crum, Sandra Daire, Melissa Daly, Chad Danos, Pete Darling, Miriam Davey, Emmett David, Andi DeJohn, Rachel DiResto, Lauren Dodds, Patrick Downs, Huey Dugas, Jeff Duhe, Patricia Duncan, Katherine Dunstan, Lacey Dupre, Mary Durusau, Scott Dyer, Paul Dykes, Kelli Eason, Kendrick Ebanks, John Eblen, Jim Ellis, Eric Engeman, Nikki Essix, Pauline Ewing, Bart Farmer, Natalie Fielding, Derek Fitch, Carley Fleming, Jessica Foleg, Janatha Forrest, Steve Fuller, Joey Furr, Gail Gaiennie, Ed Gaskin, Cpl. Mike Gauthier, Susan Gavrelis, Bryan Gerace, Josh Gettys, Lydia Gikas, Debbie Gill, Brian Goad, Brace Godfrey, Krista Goodin, Jason Goodson, Gary Graham, Selena Grant, Jill Green, Jamie Griffin, Blaine Grimes, Melissa Guilbeau, Lauren Gutierrez, Rev. Howard Hall, Jennifer Hall, Jill Hancock, Tyelise Harrison, John Hart, John O. Hearin, Shawn O'Brien, Dawn Hebert, Michelle Hebert, Kristin Hebert, John Helm, Vida Henderson, Walker Higgins, Kim Hodgeson, Robert Hodges, Ryan Holcomb, Jake Holinga, Helen Holland, Eric Holley, Capt. Virginia Holmes, Mona Holthaus, Lael Holton, John Hough, Marielle Howard, Alice Howe, Rose Hudson, Nicole Huffstetier, Joe Hynes, David Jacobs, Lt. Stephenia M. Jackson, Staci Jamieson, Emma James, Ted James, Ingrid Payne Johnson, Tammy Johnston, Brian Jones, Ernest Junius, Jason Keller, Billy Kelley, Bridget Kerley, Patte Keogh, Kevin Kimball, Eddie King, Chuck Kline, Joe Labbe, Ashley Laborde, Leigh Lafarque, Dana LaFonta, Mark Landry, Michael Lang, Ryan Lang, Lori Lasseigne, Debbie Lapeyrouse, Rosemary LeLeaux, Justin Lemoine, Stacey Levert, Eric Lewis, Tom Livesay, Terrence Lockett, Sam Losavio, David Madden, Katie Maloney, Lauralyn Maranto, Nicole Marshall, Rachel Marionneaux, Camm Martin, Patrick Mascarella, Katherine Mason, Kendall Matassa, Dee Mather, Al McDuff, Slater McKay, John Melancon, Tommy Milazzo, Cheryl Miller, Jason Miller, BJ Militello, Donna Mitchell, Sonia Morales, Micah Morgan, Penny Murray, Rose Mustain, Richard Neal, Randy Nichols, Steven Noel, Rod Nunez, Jennifer Ocken, Mike Odom, Mary Olinde, Greg Palmer, Glenda Parks, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Joel Phillips, Ashley Pierce, Eric Poche, Mitch Poche, Skipper Post, Stuart Poulton, Mike Prejean, DeDe Preno, Vincent Price, Buddy Ragland, Tina Rance, Bill Reich, Eric Relle, Daniel Rhodes, Davis Rhorer, Malcolm Richard, Tina Righteous, Chris Rinaudo, Scott Ritter, Bob Robe, Sage Roberts, Darryl Robertson, George Robins, Emmett Robbins, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Thomas Ryan, Scott Saltmarsh, Alison Saunders,

Kristen Sanders, Melinda Sandford, James Schafer, John Schneider, Ben Schultz, Larry Selders, Lonnie Seals, Casey Sessums, Tim Seymour, Katrina Shaw, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, John Smith, Kathleen Spencer, Karen Stagg, Dawn Starns, Mary Stein, Jennifer Steinhouse, John Stewart, George Strain, John Streva, Kelly Stutes, Jan Sumrall, John Sykes, Lauren Sylvest, Cherry Talbert, Claiborne Tanner, Suzie Thomas, John Sykes, Michael Thomassie, Todd Teepel, Ted Terrell, Anna Thibodeaux, Suzie Thomas, Christopher Toombs, Berry Trascher, Pat VanBurkleo, Clark Vega, Gabe Vicknair, Barry Walls, John Walters, Elizabeth Weinstein, Adam Werth, Hampton West, Jay Westerfield, Emily Wharton, Councilwoman Tara Wicker, Bubba Willis, Seveti Wilson, Kate Wilson, Beau Wolfe, Erin Wood, Renee Woods, Melissa Woolridge

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Ms. Chris Nichols moved to approve the Sept. 8, 2009 minutes, Mr. Norman Chenevert seconded and the minutes were approved.
5. **Board Action** – There was no board action.

6a. Governmental Issues – Mayor’s Bond Issue – The Commission viewed, via Power Point, slides regarding proposed projects to implement. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Metropolitan Council voted to include the bond issue on the November 14 ballot. Mr. Rhorer reviewed the list of projects proposed to be included in the 2009 Capital Improvements Program. Mr. Van Mayhall expressed that the elements needed for business development are in the proposed bond and encouraged everyone to consider supporting the bond issue.

6b. Development Initiatives – Hotel Indigo – The Commission viewed, via Power Point, photographs of the current construction, floor plans and logo Mr. John Schneider informed the Commission that demolition has commenced and the build out is scheduled to begin November 1, 2009. The boutique hotel will have 93 rooms, 60 seat mini restaurant / bar with limited restaurant service, work out room and an executive conference room. The hotel will be managed by Mr. Gayle Carnahan and Mr. Francis Grayson of Nuvieux Hospitality. The hotel is scheduled to be complete late fall of 2010.

State Parking Garage Retail Space – The Commission viewed, via Power Point, rendering for proposed build out of the space. Each Commissioner received a copy of the newspaper articles. Mr. John Carpenter, Assistant Chief Administrative Officer, informed the Commission that the City has secured the agreement with the state to allow the use of the facility for ten years. Mr. Carpenter is in the process of negotiating with Facility Planning the terms of the lease. The build out of the space will commence once the agreement is final. The City Police will occupy 600 sq. ft. and the remaining 2,000 sq. ft. will house a public art gallery. Mr. Rhorer commended the administration and the Metropolitan Council for approving the funds to make this possible.

Capital Area Transit System – The Commission viewed, via Power Point, photograph of the current buses. Ms. Carol Cranshaw, Capital Area Transit System (CATS), informed the Commission that CATS received \$6.6 million in federal stimulus funds to purchase six new low sulfur diesel buses and three trolleys. The new trolleys will replace the three downtown trolleys that are no longer working. CATS have provided downtown with Bluebird buses to continue the trolley service until the new trolleys arrive in approximately 12 – 16 months. The Mayor has agreed to fund the local match for the operations of the downtown trolley service. CATS are in the process of hiring a consultant to conduct an analysis of bus rapid transit system. The first phase is \$2.1 million dollars and will include an analysis of the system's operations, marketing research of the community, engineering and technical analysis of a rapid-transit system. The study will commence in December and will take about 18 months to complete.

DDD 2010 Budget / Goals and Objectives / Performance Indicators – The Commission viewed, via power point, photographs representing the goal areas of the DDD. Each Commissioner received a copy of the proposed 2010 Operating Budget and Goals & Objectives. Mr. Davis Rhorer informed the Commission that the proposed budget for 2010 is \$579,500 with approximate \$50,000 surplus from 2009. Mr. Rhorer requested the Commission review the information and contact the DDD office with any comments or suggestions. Mr. Rhorer reviewed the goals and objectives with the Commission. Mr. Jacob Holinga informed the Commission that the DDD will continue to work on current projects and implement ideas from Plan Baton Rouge II Masterplan. Mr. Van Mayhall commented that the DDD produces an extraordinary amount of work within its limited budget as compared to other similar organizations around the state.

Rail Service between Baton Rouge and New Orleans – The Commission viewed, via Power Point, a copy of the letter from the Governor and proposed route for rail service. Each Commissioner received a copy of the correspondence from Governor Jindal. Mr. Rhorer informed the Commission that he had written, DOTD Secretary, William Ankner requesting that the state considering applying for \$300 million in stimulus funds for rail service between Baton Rouge and New Orleans. The Governor responded that he has concerns regarding the cost sustaining the service and that it would require the state to shift funds away from state highway projects. Mr. Rhorer expressed that he will continue to work towards promoting the need for passenger rail.

River Center Library Feasibility Presentation – The Commission viewed, via Power Point, photographs of proposed renderings of the River Center Library. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Library Board of Control will meet on Thursday, October 15th to review the comments regarding the River Center Library. Following are the three different proposals for the River Center Library:

- Renovating the library – expand from 26,500 to 32,000 sq. ft
- Renovation and expansion – expand to 56,000 sq. ft.
- Construction of new facility on same site – 56,000 sq. ft.

International Downtown Association (IDA) – The Commission viewed, via Power Point, a photograph of the award and award presentation. Mr. Davis Rhorer informed the Commission that the DDD has won the Award of Distinction in Downtown Leadership and Management. This is the second year in a row that the DDD has won an award. Mr. Rhorer commended the board, private and public entities downtown for their support. Mr. Mayhall commended Davis Rhorer and the DDD staff.

DDD Marketing – The Commission viewed, via Power Point, a photograph of marketing brochure and inserts. Mr. Gabe Vicknair informed the Commission that the DDD has updated the marketing brochures and inserts. Mr. Rhorer commended James Andermann and Gabe Vicknair for their work on the project.

Coalitions – Mr. Rhorer informed the Commission that the following coalitions are emerging downtown: Bars and Restaurants in the Arts and Entertainment District and Downtown Attractions and Museums (DAM). The DDD will assist the coalitions with event promotions. Mr. Rhorer informed the Commission that the DDD is currently working on an interactive component for the web page to assist with the location of parking downtown.

Homeless Alliance – The Commission viewed, via Power Point, the logo for Capital Area Alliance Homeless Alliance. Mr. Randy Nichols, informed the Commission that Capital Area Alliance Homeless Alliance is a professional association of homeless service providers meeting the needs of the homeless persons. There are approximately 1,200 homeless in the Baton Rouge area. Reasons for homeless include: Substance abuse, mental illness, poverty and under employment, training and education. In addition to services the alliance currently provides the following:

- 270 emergency shelter beds
- 650 transitional housing beds
- 330 permanent supportive housing beds

Mr. Nichols announced that they will be breaking ground by the end of 2009 on the renovation of the Scott Elementary Bldg. at 900 N. 19th Street. These renovations will increase our bed capacity. It will have 20 apartments –16 one bedroom & 4 efficiency apartments. New construction to the side of the building will include an additional 40 single room occupancy units.

By the end of 2009 there will be an announcement of the location and plans for the construction of a One Stop Homeless Service Center with housing. The goal is that the facility will become a magnet for the homeless to provide services and engage them into permanent rehabilitation. The 4 story facility will include the following:

- Day services
- Advance case management
- 36 – 40 single room occupancy units

Anyone interested in becoming involved is encouraged to contact Randy Nichols at 201-0696 ext. 341 or visit www.homelessinbr.org.

Welcome New Business – 302 Third Street Renovation Update – The Commission viewed, via Power Point, aerial photograph of the location and proposed floor plans. Mr. Scott Ritter, architect, informed the Commission that he is part of a design team hired to design a 12,150 sq. ft. live music multi venue site. Plans are to include a two story bar with roof deck, 1,600 sq. ft. dance floor downstairs and 3,000 sq. ft. VIP area on the second floor. Conversion should be complete early 2010.

The Office – Mr. Scott Ritter informed the Commission that The Office, an upscale nightclub located at 423 Third Street, is scheduled to open the latter part of 2009.

Events – The Commission viewed, via Power Point, 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 – Sept. 11th – Oct. 30th

Hollydays – Oct. 14th – 17th

Green Crawl – Oct. 15th

Book Festival – Oct. 17th

American Diabetes Association Walk – Oct. 17th

Light the Night Walk – Oct. 18th

Louisiana's French Connection – Oct. 29th

Sunday in the Park – Oct. 4th – Nov. 8th

Crop Hunger Walk – Nov. 1st

Grand Day / Four Corners – Nov. 8th

Manship Theatre Events

River Center Events

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7. Ongoing –Center for Planning Excellence – Ms. Boo Thomas encouraged everyone to support the bond.

BREADA – The Commission viewed, via power point, the BREADA logo. Ms. Darlene Rowland briefed the Commission on upcoming event:

- October 17th, 8am – 12noon – Toyota Farm to Table Tour
- October 18th, 4pm – 7pm – Benefit for the Main Street Market & Red Stick Farmer's Market. The event will feature live music and silent auction.

8. Correspondence – No information to report.

Mr. Van Mayhall recognized Councilwoman Tara Wicker and thanked her for attending the meeting. Ms. Wicker expressed her delight to be the downtown councilwoman and encouraged everyone to support the bond.

9. Public Comment – Hunger Walk – Ms. Melinda Sanford informed the Commission that 25% of all proceeds go to the Baton Rouge area and 75% collected can come back to Baton Rouge in the event of a disaster. Ms. Sanford encouraged everyone to attend the event, Sunday, November 1st, 2:30 p.m. at Galvez Plaza. The event will include food, music and fun.

Ms. Rosemary LeLeaux expressed her support for the upcoming bond and the economic benefits the proposed projects would bring to the city. Ms. LeLeaux encouraged everyone to support the bond on November 14, 2009.

Announcement

Meeting adjourned.