

DDD Commission Meeting
October 14, 2014, 8:00 a.m.
Capitol Park Museum, 660 N. 4th Street

Attending: Norman Chenevert, Derrell Cohoon, Fran Gladden, Scott N. Hensgens, Ric Kearny, Sevetri Wilson

Absent: Chris Nichols

Others in Attendance: Rachel Alexander, Gary Anderson, Paul Arrigo, Tara Aucoin, Jenny Aucoin, Brad Bates, Bradley Bates, Carolyn Bennett, Charles Bennett, Frances Bennett, Tom Bergman, Greg Bivin, Gary Black, Virginia Black, Shannon Blakeman, Ben Blackwell, Timothy Boone, Jessica Boone, Stefan Boone, Benjamin Bradford, Jim Brandt, Kelli Branigan, Chelsea Brasted, Chris Brooks, Kevin Broussard, Gayle Carnahan, Rusty Clark, Kelly Connelly, Whitney Cooper, Lydia Corie, Sara Courtney, Suzette Crocker, Lauren Davis, Tom Dawson, Angela deGravelles, Genny Denton, Michele Deshotel, Peter Dieterich, Terry Elmore, Heather Fatzinger, Peyton Feigley, Cassie Felder, Art Fesmire, Derek Fitch, Judy Foust, Joey Furr, Mike Gauthier, Brian Goad, Leah Gray, Gaye Hamilton, Angela Harms, Jason Haynes, Robert Hebert, Ben Herrington, Patrick Hodgkins, Ryan Holcomb, Courtney Hunt, John Jackson, David Jacobs, Melody Joachin, Mary Johnson, Sadie Roberts Joseph, John Kaufman, Douglas Kennedy, Nicole Kennelly, Tara Kistler, Ashley LaBorde, Joey Lambert, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Beverly LeBeau, Justin Lemoine, Cindy Littlefield, Jason Lockhart, Sam Losavio, Ben Martinez, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Ed McConnico, Jeanne McNeil, Michael Mayer, Rev. David Melville, Chris Meyers, BJ Milatello, Andrew Moses, Melanie Motanano, Tim Nesmith, Shawn Nolan, Amy Norval, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Kelli Parker, Melissa Parmelee, Renee Payton, Marsha Perkins, Stormi Persick, Lluvia Peveto, Diane Pierce, Sara Ann Pierson, Eric Poche, Buddy Ragland, Tina Rance, Margaret Read, Bill Reich, Chris Reid, Eric Relle, Leif Remo, Davis Rhorer, Reed Richard, Darlene Rowland, Stephen Rust, Sam Sanders, Ray Scriber, Doug Secrest, Larry Selders, Casey Sessums, Jamie Setze, Shafeeq Shamsid-Deen, Darlene Shingleur, Lisa Smith, Karen Stagg, Ben Stalter, Jan Sumrall, Dustin Sutton, Karla Swacker, Casey Tate, Jeremy Theriot, Lakeisha Theriot, Patrick Terito, Michael Trufant, Veach Tucker, Clark Vega, Gabe Vicknair, Quinn Welsch, Councilwoman Tara Wicker

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Ms. Fran Gladden seconded and the agenda was approved.
4. Mr. Ric Kearny moved to approve the September 9, 2014 minutes, Mr. Scott Hensgens seconded and the minutes were approved.

Rev. David Melville shared a few words of wisdom. Mr. Rhorer thanked Mr. Bill Stark, Capitol Park Museum, for hosting the meeting and encouraged everyone to visit the museum following the meeting.

5. Board Action – There was no board action.

6a. Governmental Issues – 2015 Budget – The Commission viewed, via PowerPoint, an image of the budget and performance measures. Each Commissioner received a copy of the proposed 2015 budget and performance measures. Mr. Rhorer informed the Commission that the proposed budget for 2015 is \$641,150 and that the DDD continues to implement the performance measures. Mr. Rhorer briefed the Commission on the current and upcoming projects. Mr. Rhorer requested the Commission review the information and take action on the 2015 budget during the November 2014 Commission meeting.

6b. Development Initiatives – Downtown Parking Study – The Commission viewed, via PowerPoint, a photograph of the State Parking Garage. Mr. Rhorer informed the Commission the first draft will be submitted by the end of this week. The study will be completed by the end of November 2014. Mr. Rhorer announced that the State Parking Garage at Third and Convention is now open 24 hours a day seven days a week.

IBM Smarter Cities Challenge – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer informed the Commission that Baton Rouge was the recipient of the IBM's Smarter Cities Challenge grant. The international team has been in Baton Rouge looking at transportation issues in downtown and parish wide. The team will make recommendations at the October 17th public meeting.

Development Announcement – The Commission viewed, via PowerPoint, a proposed rendering of the exterior of the building and a photograph of the Press Conference that was held Monday, October 14, 2014. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that Windsor Aughtry Co. will develop a Courtyard Marriott on the corner of Florida and Third Streets. Construction on the eight floor, 147 room hotel is scheduled to commence by May 2015, with a 24 month construction period.

Onyx Development Groundbreaking – The Commission viewed, via PowerPoint, a photograph of the ground breaking, proposed rendering of the exterior of the building and the current site. Mr. Rhorer informed the Commission that the ground breaking for the Onyx Residences was held Monday, September 15 at 10:00 a.m. The 5 story mixed used building located at Convention and Third Streets will include 28 one and two bedroom apartments as well as 5,600 sq. ft. of retail on the 1st floor. Mr. Rhorer commended everyone involved with the project.

Riverfront Gateways / River Road Improvements – The Commission viewed, via PowerPoint, images of the before and after of the proposed improvements in front of LASM, Repentance Park and Florida Street & River Rd. Mr. Rhorer briefed the Commission on the current improvements that have been made to the riverfront gateways and River Road:

- River Road pathway has been formed and is in the process of being laid , street lights are being installed
- As part of the Rotary 100th year celebration the DDD is partnering with the Rotary Club to construct a public sculpture on the improved riverfront
- LASM – Improvements along the north side of plaza – bids open September 30, 2014

Mr. Brian Goad briefed the Commission on the LASM improvements and informed the Commission that the low bid has been accepted by the Metropolitan Council. Construction is scheduled to commence January 2015.

Downtown Maintenance Committee – The Commission viewed, via PowerPoint, a photograph of beautification initiatives. Mr. Rhorer informed the Commission that the Downtown Maintenance Committee will meet Thursday, October 16, 2014 in the Design Resource Center. The committee will appoint subcommittees to address several issues.

Town Square Update – The Commission viewed, via PowerPoint, photographs of the recent events held at Town Square. Mr. Casey Tate informed the Commission that the Town Square continues to host several events this fall. Over the next two weeks the space will be undergoing seasonal lawn maintenance.

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 the form work has been completed and crews are in the process of pouring the concrete for the greenway at Expressway Park. Ms. Angela Harms informed the Commission that the project has been delayed by approximately one month due to the inclement weather. Design Workshop has been hired for the construction of Phase II. There will be an eight month design process with construction to begin by the end of 2015.

New Business – Spotter's – The Commission viewed, via PowerPoint, an image of the logo. Mr. Doug Secrest informed the Commission that he is rebranding his three Fit-Blendz restaurants and will be opening another location downtown. The establishment will serve wraps, smoothies, sandwiches, salads and offer vitamins and nutrition supplements. The downtown location will be in the LaSalle Parking garage and plans are to open by November 15, 2014.

Christ in the City – The Commission viewed, via PowerPoint, an image of the logo. Rev. David Melville informed the Commission that he has opened a storefront ministry at 320 Third Street. The ribbon cutting is scheduled for Wednesday, October 15, 2014 at 10:00 a.m. everyone was encouraged to visit the ministry.

Creative Bloc – The Commission viewed, via PowerPoint, an image of the logo and a photograph of the interior of the business. Mr. John Jackson, owner, informed the Commission that the building located at 804 Main Street is a collaborative work space for visual media and creative professionals. Mr. Jackson reviewed the list of current tenants and informed the Commission that memberships will also be available for those who don't need a full time office. The business will open November 2014

Jolie Pearl – The Commission viewed, via PowerPoint, an image of the logo. Mr. Derek Fitch informed the Commission that he is a business partner of Jolie Pearl. The restaurant is located in a unique space at 315 North Blvd. and will feature 95% oysters and other menu items. Plans are to open Friday, October 24, 2014.

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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 – October 17, 24
- Sunday in the Park – October 19,26 & Nov. 2,9
- Sixth Annual Grand Day – October 19
- Yappy's 5K – October 26
- White Cane Safety Day / # Movie Night BR – October 29
- Baton Rouge Food Tours
- The 13th Gate
- Louisiana Book Festival / Halloween Parade / November 1
- Roots & Promises: A Genesis Musical – November 1,2
- 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. Mr. Rhorer encouraged everyone to attend the upcoming Smart Growth Summit that is scheduled for November 10 – 12, 2014. Mr. Rhorer informed the Commission that he attended a meeting with Congressman Boustany and his counterparts across the state to discuss the importance of federal historic tax credits. Mr. Rhorer provided Congressman Boustany with a list of downtown buildings that were recipient's of the incentives.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland encouraged everyone to view the fall schedule online for the weekly markets. Main Street Market will be celebrating their 18th anniversary at the November 1 market with special activities.

Downtown Business Association (DBA) – The Commission viewed, via PowerPoint, an image of the DBA logo. Mr. Gary Anderson informed the Commission that the 2014 Live After Five fall season has been a tremendous success. Mr. Anderson briefed the Commission on the following events:

Oct. 22 – Dale Carnegie Training
Oct. 17, 24 – Live After Five Concert
Nov. 6 – Lunch & Learn

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8. Correspondence – There was no correspondence.

9. Public Comment – Ms. Judy Foust briefed the Commission on the upcoming Christmas in November sale at First United Methodist Church, featuring handmade items by women of Cambodia. Everyone was encouraged to support the event from November 3 – 9, 2014.

Ms. Carolyn Bennett, FHL, briefed the Commission on the Old Governor's Mansion Gala scheduled for November 05, 2014 and encouraged everyone to attend. Ms. Bennett also informed everyone that the Capitol Park Museum gift shop is offering 20% off any purchases today.

Mrs. Frances Bennett briefed the Commission on the following event:
November 4, 2014 – Mental Health Association of Greater Baton Rouge's 60th Anniversary Celebration, featuring guest Darrell Hammond. The event will be held at the Pennington Biomedical Center.

Mr. Shafeeq Shamsid-Deen informed the Commission that he is participating in a fellowship program with Building Excellent Schools. Mr. Shamsid-Deen expressed the importance to create high performing schools for all students in Baton Rouge. Mr. Shamsid-Deen encouraged anyone interested in more information to contact him after the meeting.

Mr. Chris Brooks, manager of Lucy's, encouraged everyone to try out the revised menu at Lucy's and the brunch served on Saturday and Sunday. Lucy's also provides catering and will work with any non-profit organizations to provide discounts.

Mr. Bill Stark thanked the DDD for utilizing the museum for their meeting and encouraged everyone to attend the upcoming exhibit "Revolution! The Atlantic World Reborn" beginning October 24, 2014.

Mr. Kevin Broussard, branch director of downtown YMCA, informed the Commission that the YMCA is providing free Yoga's classes, Saturday mornings at 9:30 a.m. for the following two months at the Capitol Park Museum. Anyone interested in trying out the YMCA please contact him after the meeting.

Mr. Norman Chenevert recognized Councilwoman Tara Wicker and commended her for her support of downtown.

Meeting adjourned at 9:00am.