

DDD Commission Meeting  
October 15, 2013, 8:00 a.m.  
City Club, 355 North Blvd.

Attending: Norman Chenevert, Ric Kearny, Van Mayhall, Jr., Chris Nichols

Absent: Derrell Cohoon, Fran Gladden, Verni Howard

Others in Attendance: Laura Acord, Tom Adamek, Rachel Alexander, Ben Anderson, Gary Anderson, Josh Anderson, Jo Landry Bagwell, Jeremy Baker, Joy Banks, Alicia Baron, Brad Bates, Bradley Bates, Jeffrey Beck, Matt Beeson, Kathryn Belanger, Cory Belder, Anna Beller, Debbie Bennett, Charles Bennett, Frances Bennett, Carolyn Benenett, Susannah Bing, Greg Bivin, Gary Black, Virginia Black, Shannon Blakeman, Suzanne Blanchard, Ben Blackwell, Julie Bondy, Chuck Booksh, Timothy Boone, Chip Boyles, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Kevin Broussard, Gary Burkett, Jimmy Burland, Margaret Chappuis, Louis Claverie, Cosimo Clements, Chelsea Costanza, Whitney Cooper, James Corry, Sara Courtney, Suzette Crocker, Ron Crum, Allison Crump, Zolton Csete, Scott D'Agostino, Lynn Daigle, Sandra Daire, Melissa Daly, Patrick Danna, Chad Danos, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Rachael DiResto, Caroline Domecq, Jason Diu, Erin Ducote, Terri Dugas, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entrekin, Jon Elvert, Randy Fauchaux, Peyton Feigley, Cassie Felder, Heather Folks, Clayton Forbes, Judy Foust, Lisa Franco, Mac Freeman, Richard Funke, Joey Furr, Rob Gann, Celeste Gill, Aaron Glaser, Brian Goad, Kathleen Gordon, Selena Grant, Lisa Gray, Ashanti Green, Lani Guilbeau, Hunter Hall, Jennifer Hall, Gaye Hamilton, Jenny Harbourt, Brandon Hargrave, Angela Harms, Debra Harris, Stephen Hazel, Daniel Hawthorne, Brandi Hill, Ryan Holcomb, Pam Hotard, Courtney Hunt, Chad Jackson, John Jackson, David Jacobs, Stacy Jamieson, Jennifer Jenkins, Martin Johnson, Sherry Johnson, Teresa Johnston, Claire Juneau, Nicole Kennelly, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Mathew Laborde, Robert Lacinak, Kenneth Landry, Morgan Landry, Andee Lanier, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Beverly LeBeau, Justin Lemoine, Jason Lockart, Anna Long, Diane Losavio, Mario Lozanov, Mary Jane Marcantel, Matthew Makerson, Lauralyn Maranto, Nicole Marshall, Mark Martin, Fr. Pat Mascarella, Michael Mashburn, Jennifer Mayer, Eunice McCarney, Murray McCullough, Al McDuff, Jason Miller, Bob Mirabito, Ashley Montagnino, Rebecca Moses, Shawn Nolan, Amy Norval, Lucio Nunez, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Renee Payton, James Peck, Garland Pennison, Andrew Perry, Ashley Pierce, Andy Pine, Eric Poche, John Price, Lee Prieto, Jere Quinn, Tina Rance, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Mike Rice, Jason Richards, Tanya Roberson, Kelli Rodriguez, Jenny Rozas, Morgan Russell, LeAnn Russo, Stephen Rust, Robyn Ryan, Diana Samuels, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Shay Schillilng, Darlene Shingleur, Sidni Shorts, Katie McKay Simpson, John Smith, Lisa Smith, Loryn Smith, Anna Snyder, Tyler Spears, Karen Stagg, Bill Stark, Jan Sumrall, Peter Summerlin, J. T. Sukits, Jan Sumrall, Cherry Talbert, Casey Tate, Jeremy Theriot, Patrick Terito, Elizabeth Thomas, Katie Thompson, Michael Trufant, Manuel Valencia, Tyelise Vavasseur, Clark Vega, Chris Wadsworth, Rossie Washington, Jr., Pam Welsh, Emily Wharton, Pastor Brad Whitton, Robert Wilson

1. Ms. Chris Nichols called the meeting to order.

2. Ms. Chris Nichols declared a quorum.

3. Mr. Ric Kearney moved to approve the agenda, Mr. Van Mayhall, Jr. seconded and the agenda was approved.

4. Mr. Norman Chenevert moved to approve the September 10, 2013 minutes, Mr. Ric Kearney seconded and the minutes were approved.

Pastor Brady Whitton shared a few words of wisdom.

Mr. Rhorer thanked Mr. Pierre Legrand for hosting the board meeting at the City Club. Mr. Legrand informed the Commission that the recent renovations added 2,000 sq. ft. of space.

**5. Board Action – Literary City White Paper** – The Commission viewed, via PowerPoint, a photograph of the Louisiana Book Festival. Each Commissioner received a copy of the literary white paper entitled “B. R. A Literary City”. Mr. Van Mayhall, Jr. briefed the Commission on the four recommendations submitted by the Literary City committee that he would like the DDD Commission to support.

- Form a 501C3 organization
- Foster the creation of book clubs – How to template online
- Provide resources available on web site
- Work with Louisiana Book Festival to create a system of awards and recognition

**Mr. Van Mayhall, Jr. moved to approve the Literary City committee recommendations as listed above, Mr. Norman Chenevert seconded and the motion was unanimously approved.**

Mr. Mayhall commended everyone involved with the project.

**6a. Governmental Issues – 2014 DDD Budget** – The Commission viewed, via PowerPoint, an image of the budget and performance measures. Each Commissioner received a copy of the proposed 2014 budget and performance measures. Mr. Rhorer informed the Commission that the proposed budget for 2014 is \$621,570 with a fund balance of \$274,920 for a total of \$896,490. The DDD continues to implement the performance measures. Mr. Rhorer requested the Commission review the information and take action on the 2014 budget during the November Commission meeting.

**6b. Development Initiatives – International Downtown Association World Congress** – The Commission viewed, via PowerPoint, a photograph of the award presentation. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the DDD received an award for Downtown leadership and Management and Repentance Park received the 2013 International Downtown Association Public Spaces Award, which makes the seventh award for the space. Ms. Nichols commended Mr. Rhorer and the staff for their commitment to downtown.

**Onyx Residences** – The Commission viewed, via PowerPoint, images of the proposed renderings. Each Commissioner received a copy of the newspaper article. Mrs. Tina Rance of Commercial Properties informed the Commission that Commercial Properties will be redeveloping the Onyx building at the corner of Third and Convention Streets. Plans are to redevelop the property into mixed use residential that will include 28 apartment units and 5,000 sq. ft. of retail space. Construction will begin within a week and preleasing will begin early 2014 with proposed completion date late fall 2014.

**IBM / 525 Lafayette Block Development** – The Commission viewed, via PowerPoint, an image of the proposed rendering and a photograph of the ribbon cutting ceremony. Each Commissioner received a copy of the newspaper articles. Mr. Mike Rice of Lemoine Company informed the Commission that the driving of production piles is scheduled to commence next month. The proposed development will include two buildings one for office space and the other is for residential development. A terrace will connect the two buildings, with the IBM building scheduled to be completed by spring 2015 followed by completion of residential development in fall 2015. Mr. Rice encouraged everyone to visit the web site at [www.525lafayette.com](http://www.525lafayette.com) for updated information.

**Commerce Building Update** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. There was no information to report.

**Downtown Greenway Update** – The Commission viewed, via PowerPoint, an image of the proposed rendering. Ms. Whitney Cooper informed the Commission that the Expressway Park component is moving along and BREC is working on the renovations of the Expressway Park Recreational Center. The 700 linear foot multi use pathway that is funded by the Louisiana Recreational Trails Program will transect through the park connecting to East Boulevard at the Northwest corner and Myrtle Street at the southwest corner. A survey was completed by BREC and they are finalizing the master plan.

Mr. Gabe Vicknair informed the Commission that the DDD is working with RDA on the Myrtle Trail portion of the Greenway that will connect Lincoln Theatre to Expressway Park.

**North Blvd. Town Square Update** – The Commission viewed, via PowerPoint, photographs of the blue lights and web camera shots of the town square. Mr. Gabe Vicknair informed the Commission that replacement of the blue lights around the beacon will be completed in two weeks. The camera and live cams have been installed on the beacon. Work continues on the software upgrade and testing officially kicks off October 25, 2013.

**CATS Public Meeting** – The Commission viewed, via PowerPoint, a photograph of the public meeting. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission the final CATS public meeting was held at the Design Resource Center. The proposed route changes will go before Metropolitan Council for approval, Oct. 23, 2013. If approved, the routes will kick off spring 2014.

**Downtown Bike Racks** – The Commission viewed, via PowerPoint, a photograph of the proposed bike rack. Mr. Gabe Vicknair informed the Commission that CRPC received a grant from the Louisiana Department of Transportation and Development for travel demand management which will be utilized to purchase bike racks. The grant will allow for the purchase of approximately 100 bike racks for downtown. The DDD is mapping out the locations for the racks which will be submitted to CRPC for final approval.

**Downtown Park(ing) Day** – The Commission viewed, via PowerPoint, photographs of the parking day participants. Ms. Whitney Cooper informed the Commission that downtown Baton Rouge participated in International Park(ing) Day. The event shows how parking spaces can be utilized as green space. Ms. Cooper thanked everyone involved.

**BR Walls** – The Commission viewed, via PowerPoint, a photograph of the current mural. Mr. Manuel Valencia informed the Commission that BR Walls is in the final stages of completing the mural on the side of the Belle of Baton Rouge parking garage. The artist is Mr. Robert Dafford and the mural will be lit at night. This makes the tenth mural completed downtown by BR Walls.

**Downtown Residential Checklist** – The Commission viewed, via PowerPoint, a photograph of residences in Beauregard Town. Ms. Whitney Cooper informed the Commission that the committee had recently met with agencies and residents to create a resource for the downtown residents. At the end of the project a manual will be created to use as a resource for the residents. Ms. Nichols commended Ms. Cooper for her assistance with this project.

**New Business – Triumph Kitchen** – The Commission viewed, via PowerPoint, an image of the logo. Chef Chris Wadsworth informed the Commission that he and his wife Sommer will be spearheading the Triumph Kitchen, an education venue for at risk teens focusing on hospitality and culinary industry. Chef Wadsworth briefed the Commission on the 12 week program that will commence January 2014 and will be located at 340 Third Street. Everyone was encouraged to visit the web site at [www.triumphkitchen.org](http://www.triumphkitchen.org).

**Platform** – The Commission viewed, via PowerPoint, a logo for the company. Ms. Morgan Russell of Platform informed the Commission that Platform is an event production company. The company will focus on bringing entertainment to the city and also plans to support charities and nonprofits through donating a portion of ticket sales. Their offices are located at 315 Third St. and everyone was encouraged to visit the web site at [platform225.com](http://platform225.com)

**Take Red Ave Studios** – The Commission viewed, via PowerPoint, a logo for the company. Ms. Kelli Rodriguez informed the Commission that Take Red Ave Studios is a multi-media production company including commercial production, photography, television production and design. Their offices are located at 263 Third Street and everyone was encouraged to visit the web site at [www.takeredave.com](http://www.takeredave.com).

**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.

- Women in Wine Wednesday – Oct. 16
- Belle of Baton Rouge Concerts / Comedy – Oct. 16, 18, 23, 30, Nov. 1
- Hollydays Hustle – Oct. 17
- Live After Five Concerts – Oct. 18,25
- Ultimate Louisiana Party / B. R Halloween Parade – Oct. 19
- Columbus Day Festa / Fifth Annual Grand Day Celebration – Oct. 20
- White Cane Safety Day – Oct. 23
- Pub Crawl – Oct. 24
- Hollydays – Oct. 24 - 26
- B. R. Arts Market / 10<sup>th</sup> Annual Louisiana Book Festival / My Fest – Nov. 2
- Cambodia Craft Sale – Nov. 7 - 10
- Mistletoe Market – Nov. 9, 10
- Stroube’s Dinner on the Plaza – Oct. 16, Nov. 6, Nov. 13
- Capitol Park Museum
- Old State Capitol
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- River Center Events / BRSO
- LASM

**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 CPEX logo and Smart Growth Summit invitation. Mrs. Rachel DiResto informed the Commission that the Smart Growth Summit is scheduled for November 18 – 20, 2013 and encouraged everyone to visit the web site at [www.summit.cplex.org](http://www.summit.cplex.org) to register and for more information.

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Mr. Rhorer encouraged everyone to visit the Red Stick Farmer’s Market on Saturdays’ from 8am – 12noon.

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

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9. **Public Comment** – Ms. Judy Foust informed the Commission that the Cambodia Crafts sale will be held November 7, 8 and 9<sup>th</sup> at the First United Methodist Church, 930 North Blvd. All items are handmade by the women of Cambodia, and all proceeds are returned to Cambodia to help women of the Cambodia Methodist Church develop economic self-sufficiency.

Mr. Robert Wilson, informed the Commission that the Louisiana Book Festival will be held Saturday, November 2, 2013. Mr. Wilson briefed the Commission on the event and encouraged everyone to attend.

Mr. Gabe Vicknair commended everyone involved in the development of downtown.

Ms. Chris Nichols commended Mr. Rhorer for his leadership and dedication to downtown development.

**Meeting adjourned at 9:00am.**