

DDD Commission Meeting
November 10, 2009, 8:00 a.m.
Camelot Club, 451 Florida St., 21st floor

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

Others in Attendance: Lt. Raymond Alexander, Raymond Allmon, Copper Alvarez, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Renee Areng, Paul Arrigo, Annabelle Armstrong, Jo Landry Bagwell, Susan Bailey, Ed Batson, Mary W. Baus, Kyle Beall, Michael Beck, Danny Belanger, Carla Bergeron, Jennifer Berniard, Ricky Besson, Gary Black, Jenny K. Branton, Brittany Bland, Mary Boston, Danny Breaux, Kayla Brewer, Dave Briggs, Jeremy Broussard, Kevin Broussard, Christina Bourg, David Brown, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Chad Calder, Patricia Calfee, Gayle Carnahan, Nancy Carter, Ashley Casey, Trey Castleberry, Lindsey Cavalier, Jack Chapman, Nancy Chesson, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Cpl. Don Copola, Todd Cooper, Whitney Cooper, Paul Counce, Sara Courtney, Ron Crum, Sandra Daire, Melissa Daly, Pete Darling, Miriam Davey, Emmett David, Nedra Davis, Andi DeJohn, Rachel DiResto, Lauren Dodds, Patrick Downs, Huey Dugas, Jeff Duhe, Katherine Dunstan, Lacey Dupre, Mary Durusau, Ryan Dwyer, Kelli Eason, Kendrick Ebanks, John Eblen, Eric Engeman, Nikki Essix, Pauline Ewing, Bart Farmer, Natalie Fielding, Derek Fitch, Carley Fleming, Jessica Foleg, Janatha Forrest, Steve Fuller, Gail Gaiennie, Ed Gaskin, Susan Gavrelis, Bryan Gerace, Josh Gettys, Lydia Gikas, Debbie Gill, Brian Goad, Trey Godfrey, Krista Goodin, Jason Goodson, Gary Graham, Selena Grant, Jill Green, Blaine Grimes, Becky Gustafson, Lauren Gutierrez, Rev. Howard Hall, Jennifer Hall, Jill Hancock, Tyelise Harrison, John Hart, 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, Ted James, Ingrid Payne Johnson, Tammy Johnston, Brian Jones, Ernest Junius, Billy Kelley, Stafford Kendall, Bridget Kerley, Patte Keogh, Kevin Kimball, Eddie King, Ashley Laborde, Leigh Lafarque, Dana LaFonta, Mark Landry, Lori Lasseigne, Debbie Lapeyrouse, Rashad Lave, Rosemary LeLeaux, Justin Lemoine, Kelly Leduff, Jin Lee, Stacey Levert, Eric Lewis, Terrence Lockett, Jason Lockhart, David Madden, Katie Maloney, Nicole Marshall, Rachel Marionneaux, Patrick Mascarella, Katherine Mason, Kendall Matassa, Dee Mather, Jeanne McCollister, Al McDuff, John Melancon, Tommy Milazzo, Cheryl Miller, Jason Miller, BJ Militello, Donna Mitchell, Sonia Morales, Micah Morgan, Penny Murray, Rose Mustain, Richard Neal, Steven Noel, Rod Nunez, Jennifer Ocken, Mary Olinde, Greg Palmer, Glenda Parks, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Beth Phillips, Eric Poche, Mitch Poche, Regina Porter, Skipper Post, Mike Prejean, DeDe Preno, Vincent Price, Eric Relle, Daniel Rhodes, Davis Rhorer, Malcolm Richard, Tina Righteous, Chris Rinaudo, Bob Robe, Sage Roberts, Darryl Robertson, George Robins, Emmett Robbins, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Thomas Ryan, Scott Saltmarsh, Kristen Sanders, 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, John Snow, Kathleen Spencer, Karen Stagg, Mary Stein, John Stewart, George Strain, John Streva, Kelly Stutes, Jan Sumrall, Lauren Sylvest, Cherry Talbert, Claiborne Tanner, Suzie Thomas, John Sykes, Michael Thomassie, Anna Thibodeaux, Suzie Thomas, Christopher Toombs, Berry Trascher, Pat VanBurkleo, Clark Vega,

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Marcel Vernon, 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. Ms. Fran Gladden moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the Oct. 13, 2009 minutes, Mr. Derrell Cohoon seconded and the minutes were approved.

Mr. Van Mayhall commended Mr. Derrell Cohoon for his service of two years as Commissioner and presented him with a token of appreciation.

Rev. Chris Andrews informed the Commission that First United Methodist Church is celebrating their 175th year of history. As part of the celebration they have erected two historical markers, one located at the location of the BRAF which is the original site of the church and one at the current location of the church. Rev. Chris Andrews presented the DDD with a book "A Cross at River's Edge".

5. Board Action – DDD 2010 Budget / Goals & 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. Norman Chenevert moved to adopt the 2010 Operating Budget, Ms. Chris Nichols seconded and the 2010 Operating Budget were unanimously adopted.**

Ms. Fran Gladden moved to adopt the 2010 Goals & Objectives, Mr. Derrell Cohoon seconded and the 2010 Goals & Objectives were unanimously adopted.

Endorsement of the proposed Helix School opening in Downtown Baton Rouge –
The Commission viewed, via power point, photographs of the location for the proposed school and downtown museums. Each Commissioner received an information packet regarding the proposed charter schools. Mr. Rhorer informed the Commission that the EBR School Board will consider the proposal of two charter high schools that will operate out of the Shaw Center. Mr. Brian Jones, President of the board of directors for the Helix Network of Educational Choices, informed the Commission that Helix Schools will make a presentation to the EBR School Board at the public meeting on November 19 and the board will meet on December 3 to approve or disapprove the proposals. The schools will utilize the cultural and civic attractions in the downtown area. If schools are approved they will open for the fall of 2010. Enrollment will be between 100 – 150 freshmen in each school and partner with LSU, BP America and Apple.

Mr. Rhorer mentioned that St. James Episcopal and South Blvd. elementary are two of the top elementary schools in the parish. St. James Episcopal was recently named 2009 Blue Ribbon School of Excellence, Mr. Van Mayhall expressed the importance of having schooling opportunity downtown. **Mr. Derrell Cohoon moved that the Downtown Development District go on record endorsing the Helix School's proposal to the East Baton Rouge School Board for the creation of two charter schools in Downtown Baton Rouge. Ms. Chris Nichols seconded, and the motion was unanimously approved.**

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 article. Mr. Rhorer encouraged everyone to vote for the bond November 14th. Mr. Rhorer reviewed the benefits for downtown and informed the Commission that of the \$901 million issue a little over \$400 million is dedicated to downtown.

6b. Development Initiatives – Downtown Interactive Map – The Commission viewed, via Power Point, multiple slides representing the steps of navigating the Interactive Map. Mr. Rhorer recognized Ms. Stafford Kendall, Covalent Logic, and DDD staff for their work on the interactive map. Ms. Kendall demonstrated how the map works. The interactive map is accessible on the DDD web site and gives directions, parking information about downtown, and a summary of the businesses. The map is also broken down into a number of categories and has ability to access directions. Mr. Vicknair informed the Commission that the website also includes another component with information regarding the steps that are intended to assist any interested parties in starting a new Downtown business. The section outlines common services and the inspection process

Louisiana Avenue Improvements – The Commission viewed, via Power Point, Mr. Rhorer informed the Commission that the DDD will be highlighting the renovations in Beauregard Town through an email story. Mr. James Andermann informed the Commission that Louisiana Avenue has had sixteen different renovations along the eight block corridor. Mr. Andermann briefed the Commission on the renovations, development and wayfinding project that includes newly designed street name signs for downtown. Mr. Rhorer acknowledged Ms. Chris Nichols, Ms. Susan Turner and Greg Eaton for their investment in downtown. Mr. Rhorer said that the DDD may reveal a concept plan for the area under the interstate at the December 2009 board meeting.

River Center Library Feasibility Presentation – The Commission viewed, via Power Point, photographs of proposed renderings of the River Center Library. Mr. Rhorer informed the Commission that the Library Board of Control received 124 comments regarding the River Center Library. Fifty-six percent (56%) of the comments were in favor of replacing the River Center Library with a new facility and twenty-one percent (21%) were in favor of renovating the existing facility. The remaining twenty-three percent (23%) were either in opposition to or neutral to doing anything to the current facility. The DDD has offered their services to the library board.

Green Light Program Street Name Signs – The Commission viewed, via Power Point, photographs of the new street names signs. Mr. Rhorer informed the Commission that part of the Green Light Program included the installation of new street name signs throughout downtown.

Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. Mr. Jacob Holinga informed the Commission that the DDD has identified seven implementation initiatives of Plan Baton Rouge II and included them in the DDD 2010 goals and objectives. Mr. Holinga reviewed the following initiatives:

1. Modifications to River Road in front of the LASM (Public investment in a Central Green)
2. Extend the Levee top promenade to River Park (Public Investment in Connections to the River)
3. River Road crossing at Florida Street and North Street (Public Investment in Connections to the River)
4. Low-interest loans provide low-cost capital for new businesses (Retail/Entertainment Incentives)
5. Shared State Parking Garages (Coordinated Parking Management)
6. Institute beautification and maintenance standards for parking lots (Coordinated Parking Management)
7. Retail uses on Lafayette Street: Initiate Entertainment Anchor (New Zoning, Design Standards and Code Enforcement in the Downtown)

River Rd. Improvements Request for Proposal – The Commission viewed, via Power Point, an aerial photograph indicating the proposed area for improvements. Mr. Rhorer informed the Commission that funding was secured from the federal government on implementation projects. The project could possibly combine North Blvd. and River Rd. and Florida Street and River Rd. projects into one. A Request for proposal will be submitted through city parish selection process.

Festival of Lights – The Commission viewed, via Power Point, logo for the event and photographs of the 2008 event. Each Commissioner received a copy of the flyer. Mr. Rhorer briefed the Commission and encouraged everyone to attend the event on Friday, Dec. 4 from 4:00 to 9:00 p.m.

State Parking Garage Retail Space – The Commission viewed, via Power Point, rendering for proposed build out of the space. Mr. Rhorer informed the Commission that they are in the process of finalizing the contracts.

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.

7th Annual Veterans Day Celebration – Nov. 11

USS Kidd Veterans Day Service – Nov. 11

Sunshine for Kids Gala – Nov. 17

Turkey Trot – Nov. 26

Reindeer Run – Dec. 4

Arts Market – Dec. 4, 5, 11,18

Manship Theatre Events

River Center Events

7. Ongoing –Center for Planning Excellence – Anyone interested in obtaining a copy of the PBR II Document please contact Mrs. Rachel DiResto to reserve a copy. Ms. DiResto briefed the Commission on the current projects underway at CPEX and informed the Commission that CPEX will be sending twelve Mayors from across Louisiana to the Smart Growth Conference in Seattle.

Mr. Al McDuff introduced Mr. Marcel Vernon, general manager for the Belle of Baton Rouge.

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

13th Anniversary RSFM

7th Anniversary MSM

Saturday, Nov. 14 – St. James Day at the market

8. Correspondence – No information to report.

9. Public Comment – Mr. Mayhall recognized Baton Rouge City Police and thanked them for their service.

Mr. Davis Rhorer thanked Mr. Kevin Kimball and the Camelot Club for hosting the meeting.

Mr. Marcel Vernon, Belle of Baton Rouge general manager, introduced himself and expressed that the Belle of Baton Rouge is an asset to the community that will continue to be involved with the rest of the city and asked that the DDD support him in his efforts.

Meeting adjourned.