

DDD Commission Meeting
December 11, 2012, 8:00 a.m.
Hilton Capitol Center Baton Rouge – Heidelberg Ballroom, 201 Lafayette St.

Attending: Norman Chenevert, Derrell Cohoon Fran Gladden, Verni Howard
Chris Nichols

Absent: Van Mayhall

Others in Attendance: Laura Acord, Tom Adamek, Gary Anderson, Paul Arrigo, Jo Landry Bagwell, Jeffrey Beck, Kathryn Belanger, Carolyn Bennett, Frances Bennett, Charles Bennett, Debbie Bennett, Gary Black, Virginia Black, Suzanne Blanchard, Marcelle Boudreaux, Benjamin Bradford, Jim Brandt, Kevin Broussard, Nancy Broussard, Zach Broussard, Erin Brush, Gary Burkett, Jimmy Burland, Rex Cabaniss, Chad Calder, Gayle Carnahan, Sarah Casper, Christy Chachere, Margaret Chappuis, Renee Chatelain, Cosimo Clements, Allison Cooper, Whitney Cooper, Sara Courtney, Suzette Crocker, Ron Crum, Scott D'Agostino, Sandra Daire, Melissa Daly, Patrick Danna, Nedra Davis, Angela deGravelles, Genny Denton, Caroline Domecq, Jason Diu, Erin Ducote, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entekin, Betsy Fazekas, Peyton Feigley, Heather Folks, Clayton Forbes, Judy Foust, Rev. Brad Franklin, Mac Freeman, Clark Gernon, Aaron Glaser, Brian Goad, Krista Goodin, Selena Grant, Francis Grayson, Ashanti Green, Katie Guasco, Jennifer Hall, Brandon Hargrave, Debra Harris, Stephen Hazel, Daniel Hawthorne, Charyl Hearin, John O. Hearin, Kendall Hebert, Robert Hebert, Jan L. Herrington, Ben Heroman, Justin Hewitt, Quincy Hodges, Ryan Holcomb, Tom Holden, Pam Hotard, Courtney Hunt, Stacy Jamieson, Jennifer Jenkins, Danielle Kelley, Julia Kennedy, Hannah King, Tara Kistler, Joe Labbe, Ashley LaBorde, Mathew Laborde, Leigh LaFargue, Morgan Landry, Andee Lanier, Michael Lang, Lori Lasseigne, Beverly LeBeau, Jin Lee, Donna LeBlanc, Rose Marie Leleaux, Jason Lockhart, Anna Long, Nicole Marshall, Lauren Marschall, Ferris McDaniel, Al McDuff, Jason Miller, B.J. Militello, Ashley Montagnino, Rebecca Moses, Gordon Nelson, Shawn Nolan, Mary Olinde, Ashley Ortego, Maestro Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Garland Pennison, Andrew Perry, Casey Phillips, Ashley Pierce, Eric Poche, Jere Quinn, Tina Rance, Margaret Read, Dan Reed, Bill Reich, Leif Remo, Davis Rhorer, Jason Richards, Brooke Riglin, Susan Ringwald, Tanya Roberson, Darlene Rowland, Jenny Rozas, LeAnn Russo, Robyn Ryan, Carlos Sanchez, Sam Sanders, Beth Sansovich, Kathy Scherer, Larry Selders, Casey Sessums, Shay Schilling, Darlene Shingleur, Brian Sleeth, Karen Stagg, John Smith, Anna Snyder, Tyler Spears, Bill Stark, Jennifer Stenhouse, Lacy Strohschein, Jan Sumrall, Cherry Talbert, Casey Tate, Boo Thomas, Clark Vega, Mitch Verma, Gabe Vicknair, Rick Volland, Ladonna Ward, Shane Warren, Rossie Washington, Jr., Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Matt Wilks

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

2. Ms. Chris Nichols declared a quorum.

3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.

4. Ms. Verni Howard moved to approve the November 13, 2012 minutes, Mr. Derrell Cohoon seconded and the minutes were approved.

Rev. Brad Franklin shared a few words of wisdom. Mr. Rhorer thanked Ms. Kristin Brinson for hosting the meeting at the Hilton.

5. Board Action – Nominating Committee – The Commission viewed, via power point, an image of the DDD logo. Mr. Rhorer requested that Ms. Chris Nichols, Mr. Norman Chenevert and Mrs. Fran Gladden serve on the nominating committee for the recommendation of 2013 DDD officers. **Mr. Derrell Cohoon moved to accept the Nominating Committee as presented, Ms. Verni Howard seconded and the Nominating Committee was unanimously accepted.**

The recommendation of officers will be presented at the January 8, 2013 board meeting.

6a. Governmental Issues – There was no information to report.

6b. Development Initiatives – 2012 Downtown Projects Recap – The Commission viewed, via PowerPoint, a photograph of the cover for the Pages for Progress 2012 booklet. Each Commissioner received a copy of the brochure and Mr. Rhorer reviewed the Pages for Progress with the Commission. The brochure will be posted on the Downtown Development District web page.

Smart Growth Summit Recap – The Commission viewed, via PowerPoint, an image of the Smart Growth Summit logo. Mrs. Elizabeth Thomas briefed the Commission on the lecture by Mr. Mitchell Silver, Chief Planning and Economic Development Officer in the City of Raleigh, North Carolina. Following are some of the planning concepts that Mr. Silver discussed:

- Planning links to economic development investment
- Everything we do should be tied to a good plan such as the Future BR plan – Up to the leaders to implement the plan
- Return on investment on properties downtown are exponentially larger – a block in downtown yields as much tax as 125 acre development in suburbs – downtown helps funds projects throughout the parish because of the taxes collected to fund parish wide projects
- Greenways contribute to economic development as it leads to a cohesive community

Mrs. Thomas also mentioned the presentation on El Paso Transit System regarding the failed bus system in 2006. Following the efforts of a new administration the transit system has been named the best mid-size transit system in the country in 2011. Mrs. Thomas expressed that this is also possible for the Baton Rouge community.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Mr. Rhorer informed the Commission that EPA has chosen Spackman, Mossop and Michaels Landscape Architecture firm and Tipton and Associates Architects for Phase I of the Greenway project. Mr. Vicknair informed the Commission that this is a great opportunity to work with world class designer and encouraged everyone to participate in the upcoming public meetings. Mr. Scott D’Agostino, Tipton Associates, expressed that funding for the project came entirely from EPA and it is an honor to have been chosen for this project.

Galvez Plaza Stage Canopy Update – The Commission viewed, via PowerPoint, photographs of the canopy under construction and the logo. Mr. Rhorer informed the Commission that pieces of “The Crest” have arrived and encouraged everyone to visit the site and view the construction. The structure is scheduled for completion by mid January 2013.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of the current construction site. Mr. Gabe Vicknair briefed the Commission on the construction progress and informed the Commission that the project is scheduled for completion by the end of December 2012. A ribbon cutting for Repentance Park will be held during the spring 2013.

Convention Street Park Ribbon Cutting Ceremony – The Commission viewed, via PowerPoint, an image of the invitation. Mr. Rhorer informed the Commission that the BREC park ribbon cutting is scheduled for Wednesday, December 12, 2012. Mr. Rhorer mentioned that the park is a recommendation in PBR I and commended CPEX for their assistance with the property acquisition. Department of Public Works will be improving the landscaping on the corner of Convention and 7th St. Mr. Casey Phillips informed the Commission that BR Walls will be unveiling the wall mural and encouraged everyone to attend the BR Walls fundraiser scheduled for Wednesday, December 12, 8pm at Mud & Water, 174 S. Blvd.

438 Main Street Ribbon Cutting – The Commission viewed, via PowerPoint, a photograph of the ribbon cutting. Mr. Norman Chenevert informed the Commission that the 4 story, 22 mixed income residential units are 45% leased. Latter & Blum is the leasing and management company. Mr. Rhorer recognized the first tenant of the building.

Commerce Building Update – The Commission viewed, via PowerPoint, photographs of the Commerce building. Mr. Al McDuff informed the Commission that there was no information to report.

Design Resource Center Open House – The Commission viewed, via PowerPoint, a photograph of the interior of the Design Resource Center (DRC). Mr. Rhorer informed the Commission that the open house for the DRC has been postponed until the finishing touches are complete.

Hotel Indigo – The Commission viewed, via PowerPoint, a photograph of the interior of the Hotel Indigo. Mr. Rhorer congratulated the Hotel Indigo as the recipient of the 2012 IHG Newcomer's Award. Mr. Francis Grayson expressed his appreciation of their ownership group and the team at the hotel.

Literary Committee – The Commission viewed, via PowerPoint, a photograph of the 2012 Louisiana Book Festival. Mr. Rhorer presented the Literary Capital Nominating Committee: Van Mayhall, Carolyn Bennett, Kathryn Belanger, Stephanie Riegel, Carlos Sanchez, Emily Wharton, Judy Foust, Jim Davis, Rebecca Hamilton. A meeting will be scheduled with the committee at a later date.

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 and Wine Wednesdays – Dec. 12
- Belle of Baton Rouge Concerts – Dec. 14,21,28
- B.R. Arts Market – Dec. 15
- New Year's Eve
- Baton Rouge Superbowl Fan Experience
- LASM
- Manship Theatre Events / LSU MOA
- FHL/Old Governor's Mansion
- River Center Events – BRSO

Mr. Rhorer mentioned that Mr. Ward Bond will be selling his e book "Story of Downtown Baton Rouge" at the B. R. Arts Market Saturday, Dec. 15 and they will be available at downtown gift shops.

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover.

Mr. Rhorer briefed the Commission on the following projects:

Jimmy Johns – Scheduled to open December 18

Lafayette House – Received several commitments for the units. Groundbreaking proposed for the 9 residential units the first quarter of 2013

438 Main Street – Discussed above

Hampton Hotel – Working on updating street lighting; Construction continues with completion scheduled for end of February 2013.

8. Ongoing Projects – Construction Updates – Discussed above

CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Mrs. Thomas informed the Commission that CPEX is managing a coalition between Baton Rouge and New Orleans looking a rail connector. HNTB will begin looking at the next planning stage.

BREADA – The Commission viewed, via PowerPoint, a photograph of BREADA logo. Ms. Darlene Rowland encouraged everyone to continue to support the market. Ms. Rowland briefed the Commission on the following:

- Markets are open every Saturday in December
- Arts Market – Dec. 15
- Saturday, Dec. 15 market will include entertainment by the EBR parish talented musicians, Smiley Anders book signing, face painting, cooking demonstrations
- Market tokens make great gifts
- Annual fund drive

8. Correspondence – There was no correspondence.

9. Public Comment – Ms. Judy Foust announced that the Cambodian craft sale is scheduled for Sunday, December 16, 9:30 a.m. – 12:30 p.m., First United Methodist Church.

Mr. John Smith announced that the Downtown Business Association would like to create a fan experience for visitors to Baton Rouge for the Superbowl. The event will include tailgating, bands and specials from downtown businesses. Mr. Smith also announced the possibility of a fireworks event for New Year's Eve.

Carolyn Bennett asked if the Convention Street Park was the culmination of the Victory Street Park.

Meeting adjourned at 9:00am.