

DDD Commission Meeting
November 11, 2019, 8:00 a.m.
The Trademark, 326 Third Street

Attending: Prescott Bailey, Madeline Brown, Eric Dexter, Fran Gladden, Scott Hensgens, Jude Melville, Melanie Montanaro

Others in Attendance: Gary Anderson, Joe Anthony, Paul Arrigo, James Avault, Nick BeJeaux, Gary Black, Ben Blackwell, Timothy Boone, Kevin Broussard, Bubba Cashio, Noah Dugas, Laura Ferguson, Judy Foust, Dr. Fry, Brooke Goodrich, Hank Henagan, Ryan Holcomb, Rebecca Jacobs, Taylor Jacobsen, Bryan Jones, Sam Karlin, John Kaufman, John Kelton, David Kors, Jason Langlois, Theresa Langlois, Vanessa Lavine, Danae Leake, Ron LeBouef, Jeannie Magdefrau, Lauralyn Maranto, Mary Jane Marcantel, Patrick Michaels, B. J. Miletello, Donnie Miller, Aaron Mollura, Grant Murphy, Shawn Nolan, Mary Olinde, Wendy Overton, Melissa Parmelee, Skipper Post, Will Prince, Katie Pryor, Davis Rhorer, Jim Rigot, Rodney Ryder, Frederick Sargent, Whitney Sayal, Lisa Smith, Daniel Stetson, Casey Tate, Bryan Taylor, Courtney Taylor, Clark Vega, Mitch Verma, Gabe Vicknair, Donna Washington, Leo Washington, Councilwoman Tara Wicker

1. Mr. Scott Hensgens called the meeting to order.
2. Mr. Scott Hensgens declared a quorum.
3. Mrs. Fran Gladden moved to approve the agenda Mrs. Melanie Montanaro seconded and the agenda was approved.
4. Mrs. Maddie Brown moved to approve the October 8, 2019 minutes, Mr. Eric Dexter seconded and the minutes were approved.

Mr. Davis Rhorer recognized Ms. Rebecca Jacobs, Director of Catering & Special Events at TradeMark Concepts and thanked her for hosting the DDD board meeting.

5. Board Action – 2020 Budget – The Commission viewed, via PowerPoint, an image of the budget, performance measures and photographs of recent projects. Each Commissioner received a copy of the proposed 2020 budget and performance measures. Mr. Rhorer informed the Commission that the proposed budget for 2020 is \$761,590 and that the DDD continues to implement the performance measures. Mr. Rhorer requested that the DDD adopt the 2020 Operating Budget and performance measures as presented. **Mr. Eric Dexter moved to adopt the 2020 Operating Budget and performance measures as presented, Mrs. Melanie Montanaro seconded and the 2020 Operating Budget and performance measures was unanimously adopted.** Mr. Rhorer commended property owners and stakeholders for their continued support.

6. Governmental Issues – Public Service Booklet – The Commission viewed, via PowerPoint, an image of the booklet. Each Commissioner received a copy of the booklet. Mr. Rhorer briefed the Commission on the contents of the booklet that includes information regarding the following:

- Public Services
- Homeless services
- Safety Goals
- Clean and Safe

Everyone was encouraged to view the booklet on the DDD web page.

Move BR – The Commission viewed, via PowerPoint, an image of the logo.

Mr. Rhorer informed the Commission that the MOVEBR program affects the following locations downtown:

- North Boulevard Corridor Enhancement (I-110 – Foster/Florida)
\$ 15 Million
- Florida Boulevard Corridor Enhancement (I-110 – Airline)
\$ 48 Million

Both improvements include signal synchronization, sidewalks, and cycling paths.

Mr. Rhorer commended the administration for the dedicated state sales tax funds for riverfront enhancements that include shade structures, lighting at Yazoo plaza and maintenance issues around the beacon.

7. Update from Previous Board Meeting – There was no information to report.

8. Development Initiatives – New DDD Website – The Commission viewed, via PowerPoint, an image of the web page. Mr. Gabe Vicknair informed the Commission that the new DDD website has launched. Mr. Vicknair reviewed the contents and layout and encouraged everyone to visit the website. Mr. Rhorer commended everyone involved with the project and encouraged everyone to sign up for the DDD emails.

Developments Underway – The Commission viewed, via PowerPoint, photographs of current projects. Each Commissioner received a copy of the newspaper article. Mr. Rhorer briefed the Commission on the following projects:

Water Campus Update – Water Street – Construction continues on 200 Water Street that will be lined with 20 loft style apartments.

Terrace Street – Under construction and the street will take you to River Rd from Nicholson

The Vintage – Coffee house under construction in the 400 block of Third Street

LABI – Construction continues on the corner of 5th and Main Street

First United Methodist Church (FUMC) – \$3.5 million renovation continues

Bus Rapid Transit – Each Commissioner received a copy of the Press Release and newspaper article. Mr. Brian Jones, HNTB, briefed the Commission on the \$15 million BUILD federal grant that the City Parish, CATS and BUILD Baton Rouge received. The grant will be utilized to implement the Bus Rapid Transit (BRT) project from Plank Road to Nicholson Drive. The 9 mile corridor will begin on Airline Hwy. near OLOL North Emergency Room and ends at Tiger Stadium.

The BRT is a regular service that will have no more than a fifteen minute headway between pickups. The project will also include wayfinding electronic signage, level boarding and bike racks.

Jones Walker – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer welcomed Jones Walker law firm for locating in City Plaza I tower and bringing 90 employees downtown. Mr. Gary Black, Wampold Companies, expressed his excitement to have Jones Walker as tenant. The DDD will send a welcome packet to the firm.

Shamrock Marine – The Commission viewed, via PowerPoint, a photograph of Shamrock Marine. Mr. Rhorer informed the Commission that Shamrock Marine services the vessels that come in and out of the Port of Baton Rouge. Mr. Duncan Armentor owns and operates the company and is located near the South Boulevard Trailhead.

30 on Third / WLFT TV – The Commission viewed, via PowerPoint, an image of the logo. Dr. Lucas Fry, WLFT-TV, informed the Commission that WLFT-TV has moved into 334 Third Street. Dr. Fry informed the Commission that the station features Thursday Live at 8:00 a.m. and welcomes everyone to utilize the facility to promote their business or event.

Downtown Greenway – The Commission viewed, via PowerPoint, photographs of current construction. Mr. Vicknair informed the Commission that construction continues on the greenway with concrete being poured on the T.J. Jemison Blvd./ East Blvd. portion, trees have been relocated to North Blvd. and landscaping is scheduled to be installed in 2 weeks.

Rotary Centennial Sculpture – The Commission viewed, via PowerPoint, photographs of the sculpture and construction underway. Each Commissioner received a copy of the newspaper article. Mr. Skipper Post, Post Architects, briefed the Commission on the 14' sculpture was donated to the city by the Rotary Club of Baton Rouge in celebration of Rotary's centennial. The sculpture was designed by artist Po Shu Wang and will be lit at night, featuring interactive music based upon the currents of the river. The ribbon cutting is scheduled for Friday, December 6, 2019. Mr. Rhorer commended Mr. Post for his leadership and everyone involved with the project.

Upcoming Ribbon Cuttings – The Commission viewed, via PowerPoint, photographs of the Town Square Phase II, Riverfront Plaza and Rotary Sculpture. Mr. Rhorer briefed the Commission on the following ribbon cuttings to be held Friday, December 6, 2019:

- 3:00 p.m. Town Square Phase II
- 4:00 p.m. Riverfront Plaza
- 5:00 p.m. Rotary Sculpture

Everyone was encouraged to attend the events.

Downtown Maintenance – The Commission viewed, via PowerPoint, a photograph of the Rathmann Chiropractic Clinic on Government Street.

Mrs. Sayal informed the Commission that the October 2019 winner of the Downtown Distinction award in the Health & Wellness category is Rathmann Chiropractic Clinic. Mrs. Sayal will be distributing an email to vote for The Downtown Distinction People's Choice Award.

Valencia Park – The Commission viewed, via PowerPoint, an image of the proposed rendering. Ms. Vanessa Lavine, Development Director of Renaissance Neighborhood Development Corporation, which is a non-profit subsidiary of Volunteers of America southeast Louisiana. Ms. Lavine briefed the Commission on the Valencia Park apartments proposed for downtown east on the corner of Spanish Town Rd and N.13th Street. The project includes 122 units comprised of the following:

- 80% low income housing tax credit units
- 20% market rate apartments
- 25 unit disability set aside
- 50% of the units will be targeted for Veterans households

Ms. Lavine reviewed the timeline for the project. Construction is expected to commence April 2020 with completion proposed for June 2021.

Elysian III – The Commission viewed, via PowerPoint, an image of the proposed rendering. Mr. Rhorer informed the Commission that construction of Elysian III is expected to commence first quarter 2020. The project includes 42 units comprised of the following:

- 50% market rate
- 50% workforce development

New Business – Sadaf Café – The Commission viewed, via PowerPoint, a photograph of the exterior of the business. Mr. Rhorer informed the Commission that the restaurant is under new management.

Roly Poly – The Commission viewed, via PowerPoint, a photograph of the exterior of the business. Mr. Rhorer informed the Commission that Roly Poly is under new management and held a re-grand opening.

10. Events – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Tate briefed the Commission on the following events.

- BREW – November 12 – 15
- Live After Five – November 15
- Veteran's Day Parade – November 16
- WNLC Born to Run 5K – November 16
- Purpose Church Concert – November 17
- BRSO – November 21
- Empowered Concert – November 22
- Turkey Trot – November 28
- Texas A & M Yell Practice – November 29
- Festival of Lights – December 6
- Reindeer Run – December 6
- Baton Rouge Arts Market – December 7
- Preserve Louisiana/Old Governor's Mansion

- Manship Theatre
- LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

11. Ongoing Projects – BREADA – The Commission viewed, via PowerPoint, an image of the logo. Ms. Theresa Langlois informed the Commission that BREADA has partnered with the Manship Theatre on the first showing of the film, “Biggest Little Farm”, scheduled for Sunday, December 8, 2:00 p.m. The proceeds will benefit BREADA’S Farm Outreach programs.

DBA – The Commission viewed, via PowerPoint, an image of the DBA logo. Mr. Rhorer informed the Commission that final Live Fall 2019 After Five is scheduled for Friday, November 15, 2019.

12. Correspondence – There was no information to report.

13. Public Comment – Mr. Frederick Sargent with Electronic Media briefed the Commission on his digital billboard services and encouraged anyone interested to contact him after meeting.

Mr. William Prince, Director of Development & Membership at the Louisiana Trust for Historic Preservation, briefed the Commission on the Holiday Heritage Happy Hour scheduled for December 3, 5:00 p.m. – 7:00 p.m. at the Bengal Tap Room. Everyone was encouraged to attend the event.

Mr. Nick BeJeaux, LASM, informed the Commission that LASM welcomed their one millionth visitor in 2019.

Meeting Adjourned: