

DDD Commission Meeting
December 10, 2019, 8:00 a.m.
City Club, 355 North Blvd.

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

Absent: Madeline Brown

Others in Attendance: Duncan Armentor, Paul Arrigo, Brandon Black, Timothy Boone, Kevin Broussard, Judy Foust, Representative -Elect Barbara Freiberg, Dr. Fry, Rosehn Gipe, Brooke Goodrich, Lt. Murial Hall, Hank Henagan, Kyle Huffstickler, Veneeth Iyengar, Rebecca Jacobs, Taylor Jacobsen, Bryan Jones, Sam Karlin, John Kaufman, John Kelton, David Kors, Jason Langlois, Pierre Legrand, Jeannie Magdefrau, Rob Malone Mary Jane Marcantel, B. J. Miletello, Donnie Miller, Aaron Mollura, Grant Murphy, Mary Olinde, Wendy Overton, Melissa Parmelee, Casey Phillips, Marlee Pittman, Skipper Post, Katie Pryor, Davis Rhorer, Jim Rigot, Rodney Ryder, Frederick Sargent, Lisa Smith, Daniel Stetson, Casey Tate, Clark Vega, Mitch Verma, Gabe Vicknair, 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. Mr. Eric Dexter moved to approve the November 11, 2019 minutes, Mrs. Melanie Montanaro seconded and the minutes were approved.

Mr. Davis Rhorer recognized Mr. Pierre Legrand, City Club General Manager and thanked him for hosting the DDD board meeting. Mr. Legrand briefed the Commission on the history of the building and welcomed everyone to the City Club.

5. **Board Action** – There was no board action.
6. **Governmental Issues** – There was no information to report.
7. **Update from Previous Board Meeting** – There was no information to report.
8. **Development Initiatives – 2019 Yearbook** – The Commission viewed, via PowerPoint, a photograph of the year book cover. Each Commissioner received a copy of the 2019 Yearbook. Mr. Rhorer briefed the Commission on the 2019 Yearbook and encouraged everyone to view the yearbook online on the DDD web page.

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:

Life Storage – Construction continues on the north Third Street north of the State Capitol next to River Palm Condominiums.

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

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

Cocha – Metropolitan Council approved the construction of a parklet in front of Cocha restaurant on 6th Street.

Walls Project – Mr. Casey Phillips, Director of Walls Project. Mr. Phillips briefed the Commission on the mission of Walls Project. The organization is currently working on bringing conversation to the walls through campaign called #ONEROUGE. The campaign will focus on the 9 drivers of poverty. The first of nine murals is being painted on the back wall of MAPP Construction building. Everyone was encouraged to support the campaign at www.wallsproject.org/onerouge. The unveiling is scheduled for Thursday, January 9, 2020 from 11:00 a.m. – 11:30 am.

Ribbon Cuttings / Festival of Lights Re-cap – The Commission viewed, via PowerPoint, photographs of ribbon cuttings for Town Square Phase II, Riverfront Plaza, Rotary Sculpture and photographs of the Festival of Lights. Each Commissioner received a copy of newspaper articles. Mr. Rhorer briefed the Commission on the ribbon cuttings that were held Friday, December 6, 2019 and commended everyone involved.

Festival of Lights – Mr. Rhorer informed the Commission that the event was well attended and commended everyone involved.

Downtown Police Expansion – The Commission viewed, via PowerPoint, a photograph of exterior of the building. Each Commissioner received a copy of the newspaper article. Lt. Murial Hall informed the Commission that the downtown precinct has expanded their boundary to 19th Street and has added 9 officers. The increase of officers will bring the total of downtown police officers to 22 over 7 days a week from 6:00 a.m. – 1:00 a.m. Mr. Rhorer encouraged everyone to introduce themselves to Lt. Hall and informed the Commission that the DDD will hold an informative meeting for the new downtown officers.

Red Stick Revelry – The Commission viewed, via PowerPoint, photographs of 2018 Red Stick Revelry. Mr. Veneeth Iyengar, Assistant Chief Administrative Officer, briefed the Commission on the 7th Annual Red Stick Revelry that will include two 8 laser beam shows, live music and fireworks. Everyone was encouraged to attend the event and patronage the downtown restaurants and hotels. Mr. Paul Arrigo, Visit Baton Rouge, encouraged everyone to support the event and invite family and friends.

Florida and Third Intersection Improvements – The Commission viewed, via PowerPoint, photographs of the wall mural, flower pots, and a rendering of the proposed intersection improvements. Mr. Rhorer informed the Commission that the DDD is implementing a pilot project at the corner of Florida and Third Street.

The project includes the following:

- Flower pots with plantings
- Restriping the lanes
- Information wall decals on the corner of Third Street
- Celtic design of the crosswalk intersection improvements – Proposed to be completed by the end of December 2019.

Mr. Rhorer thanked Courtyard Marriott and Visit Baton Rouge for their contribution to the project. Projected completion date is the end of 2019.

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 in the block between 8th & 9th Street. Lighting will be installed within the next 2 weeks. The project is expected to be complete by March 2020

River Road Pathways – The Commission viewed, via PowerPoint, a rendering of proposed improvements. Mr. Vicknair informed the Commission that the DDD received a \$156,230 grant from Transportation Enhancement Program to implement improvements along River Rd. The improvements will include 6' sidewalks and streetscape on River Rd. from Florida north to Hollywood Casino. The final plans have been submitted to DOTD for final review.

Downtown Visitor Kiosk – The Commission viewed, via PowerPoint, a photograph of an existing kiosk. Mr. Vicknair informed the Commission that a visitor kiosk will be installed in Town Square Phase II near the intersection at 4th & North Blvd. and on the riverfront near the city dock.

Downtown Maintenance – The Commission viewed, via PowerPoint, an image of the “We Live It” logo. Mr. Vicknair informed that the DDD will be distributing an email to vote for The Downtown Distinction People’s Choice Award.

New Business – Shamrock Marine – The Commission viewed, via PowerPoint, a photograph of Shamrock Marine vessel. Mr. Duncan Armentor, co-owner and founder, briefed the Commission on his business that services the vessels that come in and out of the Port of Baton Rouge. The office is located near the South Boulevard Trailhead. Mr. Armentor converted an old towboat into office space and education center that includes a 4D Theater that simulates the towing of ships. In approximately 60 days Armentor will increase a 200' section of a dock to a 430' dock.

Mr. Armentor encouraged people to visit the business and informed them that he plans to eventually purchase a passenger boat to offer day cruises on the river.

Aquaculture Systems Technology, LLC (AST) – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rob Malone, president, informed the Commission that AST is a water filtration company and they have re-located their businesses to 2120 Third Street.

Electric Depot – Ms. Marlee Pittman, representing Electric Depot, briefed the Commission on the tenants of Electric Depot including Red Stick Social featuring bowling lanes, Achroma Studio, City Roots, live music with Tabby’s Blues Box, restaurant and private spaces, and community meeting and event spaces. Following are 3 new tenants:

- Blue Corn
- Boru
- Sweet Society

Mr. Rhorer commended everyone involved with the project. The development also includes 16 residential units.

Cambria Solutions – The Commission viewed, via PowerPoint, a photograph of the ribbon cutting for Cambria Solutions. Mr. Rhorer informed the Commission that Cambria announced that they are expanding their footprint in One American Place.

Jones Walker – The Commission viewed, via PowerPoint, photographs of the interior. Mr. Brandon Black, Jones Walker partner, informed the Commission that the law firm has located in City Plaza I and bringing 90 employees downtown. Mr. Black expressed excitement to be downtown.

The Garden Café – The Commission viewed, via PowerPoint, photographs of the interior. Mr. Rhorer informed the Commission that the Garden Café has located in the 19th JDC and is open for breakfast and lunch daily throughout the week.

Mr. Rhorer recognized Councilwoman Tara Wicker and Congratulated Representative -Elect Barbara Freiberg on her successful election.

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.

- Christmas Parade – December 14
- B. R. Arts Market December 14,21
- Advent Adventure and America Street Concert – December 15
- BRSO Holiday Brass – December 19
- Opera Louisiane – December 20
- Ice Skating on the River – December 20 – January 5
- Live Nativity – December 22
- Red Stick Revelry – December 31
- Preserve Louisiana/Old Governor's Mansion
- Manship Theatre
- LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

Mr. Rhorer introduced the new director of the USS Kidd, Ms. Rosehn Gipe. Ms. Gipe expressed her excitement on her new position. Ms. Gipe briefed the Commission on the following events:

- 2nd Roaring on the River Gala, April 4, 2020
- “Snoopy and Red Baron” Traveling Exhibit

11. Ongoing Projects – BREADA – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer encouraged everyone to support the market.

DBA – The Commission viewed, via PowerPoint, an image of the DBA logo. There was no information to report.

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.

Dr. Lucas Fry, WLFT, informed the Commission that they will broadcast live the downtown Christmas parade this Saturday, December 14, 2019. Dr. Fry also encouraged everyone to download the 30 on 3rd app and welcomes everyone to utilize the facility to promote their business or event.

Mr. Rhorer recognized Mr. Kyle Huffstickler, DPW, and commended him and his staff on their assistance with downtown projects and events.

Mr. Scott Hensgens congratulated the DDD and staff for another successful year and wished everyone a Merry Christmas and a Happy New Year!

Meeting Adjourned: