

DDD Commission Meeting
January 16, 2020, 8:00 a.m.
LSU Museum of Art, Turner Gallery, 100 Lafayette Street, 3rd Floor

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

Others in Attendance: Gary Anderson, Paul Arrigo, Brad Bates, Nick BeJeaux, Brandon Black, Timothy Boone, Frank Borghardt, Kevin Broussard, Misty Burns, Gayle Carnahan, Meredith Conger, Sonja Cotter, Britt Dawson, Justin Gaudet, Dr. Fry, Rosehn Gipe, Erica Glory, Michelle Hebert, Hank Henagan, Kyle Huffstickler, Taylor Jacobsen, Bryan Jones, Sam Karlin, John Kaufman, John Kelton, David Kors, Jason Langlois, Theresa Langlois, Justin Lemoine, Jeannie Magdefrau, Rob Malone Mary Jane Marcantel, Laura McDavitt, B. J. Miletello, Donnie Miller, Aaron Mollura, Grant Murphy, Mary Olinde, Wendy Overton, Melissa Parmelee, Michael Paternostro, Kristina Pepelko, Michelle Phillips Enrique Pinerua, Rebekah Rainey, Davis Rhorer, Jim Rigot, Frederick Sargent, Darryl Smith, Lisa Smith, Saskia Spanhoff, Daniel Stetson, Katie Tasman, Casey Tate, Clark Vega, Mitch Verma, Gabe Vicknair, Elizabeth Walker, Jennifer Whittington, Councilwoman Tara Wicker, Aimee Woodard, Samaer Zaitoon

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. Prescott Bailey moved to approve the December 10, 2019 minutes, Mr. Eric Dexter seconded and the minutes were approved.

Mr. Davis Rhorer recognized Mr. Daniel Stetson, LSU Museum of Art Executive Director and thanked him for hosting the DDD board meeting.

5. Board Action – Nominating Committee – The Commission viewed, via PowerPoint, an image of the DDD logo. Mr. Scott Hensgens informed the Commission that the DDD officers are beginning the 2nd year of a 2 year term.

Mr. Scott Hensgens presented retiring DDD Commissioner, Mrs. Fran Gladden a token of appreciation for serving on the DDD board. Mr. Hensgens expressed the DDD's appreciation for her service and leadership on the DDD board. Mr. Rhorer commended Mrs. Gladden for her support of the DDD. Mrs. Gladden commended the DDD Commission and staff on their accomplishments over the years.

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

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

8. Development Initiatives – Developments Underway – The Commission viewed, via PowerPoint, photographs of current projects. Mr. Rhorer briefed the Commission on the following projects:

Library – Each Commissioner received a copy of the newspaper article. Mr. Rhorer reviewed the current construction photographs of the library. Construction continues on the library.

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

Water Campus Update – Water Street – Mr. Rhorer reviewed the current construction photographs of the Water Campus. 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. Oklahoma Street is also under construction.

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

Gotcha – The Commission viewed, via PowerPoint, a photograph of the LSU Unicorn bike. Each Commissioner received a copy of newspaper article. Mrs. Whitney Sayal informed the Commission that Gotcha has introduced a new App “Gotcha Mobility”. There are currently 300 bikes and plans are to add approximately 100 bikes over the next month. There is also one LSU Unicorn bike that is available to riders.

Downtown Police Expansion – The Commission viewed, via PowerPoint, a photograph of informative meeting with Police Officers. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the DDD hosted an informative meeting with the new downtown Baton Rouge city police officers to brief them on the security issues downtown. The increase of officers will bring the total of downtown police officers to 24 over 7 days a week from 6:00 a.m. – 1:00 a.m. Mr. Rhorer thanked Chief Murphy and Mayor Broome for the increase of officers downtown. Ms. Marcantel informed the Commission that Cpt. Donnie Distefano will soon be in new position that oversees uniformed officers, including the officers assigned downtown. Mr. Rhorer commended Ms. Marcantel for her involvement with downtown

Clean and Safe – The Commission viewed, via PowerPoint, a photograph of the Public Services and Safety Booklet. Mr. Rhorer informed the Commission that he attended a meeting with property owners to discuss the safety and cleanliness of downtown. Mr. Rhorer requested that Prescott Bailey serve on a committee to deal with safety, maintenance and cleanliness downtown.

Bogan Museum – The Commission viewed, via PowerPoint, a photograph of the exterior and interior of the museum. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that when the Arts Council relocates to their new offices, the Bogan Museum will be converted into a full firefighter museum. Mr. Michael Paternostro, firefighter and Bogan Museum board member, informed the Commission that the proposed expansion of the museum inside the 1923 gothic revival building will take up the entire space. The legislature approved \$270,000 and the state approved \$3.3 million for the revitalization and expansion of the museum. Networking and marketing for the museum has begun and plans are to begin renovations by the end of 2020 or early 2021. Plans to rebrand the museum name are also being considered.

Mr. Rhorer recognized Mr. Daniel Stetson, LSU Museum of Art Executive Director. Mr. Stetson briefed everyone on the upcoming exhibits and events. Everyone was encouraged to attend the upcoming exhibition opening March 5, 2020 celebrating the art of collecting in Baton Rouge and 15 years of art downtown.

Cocha Parklet – The Commission viewed, via PowerPoint, photographs of the parklet. Each Commissioner received a copy of the newspaper article. Mr. Enrique Pinerua briefed the Commission on the parklet that was constructed in front of Cocha restaurant on 6th Street. The parklet will be complete within 2 weeks and everyone was encouraged to visit the restaurant.

Arts Council New Offices – The Commission viewed, via PowerPoint, a photograph of the Triangle building. Each Commissioner received a copy of the newspaper article. Ms. Rebecca Rainey, Arts Council Director of Communications, presented a marketing video for the Carey Saurage Arts Center. Ms. Brit Dawson, Arts Council, briefed the commission on communication strategies that are engaging local artists for the Carey Saurage Arts Center. Work has commenced on the Carey Saurage Arts Center and proposed completion is end of December 2020

The new Arts Council will be a community building that has several spaces that artists can use to create, enhance, and exhibit their art.

Ms. Misty Burns, Ebb & Flow Coordinator, briefed the Commission on the Ebb & Flow festival scheduled for April 4 & 5, 2020. Everyone was encouraged to be involved with the festival or offer specials at your establishments.

Mr. Rhorer commended everyone involved with the project.

2020 Riverfront Improvements – The Commission viewed, via PowerPoint, an image of the proposed rendering for east side of River Road improvements. Mr. Gabe Vicknair informed the Commission that the plans are under review by DOTD. Improvements include pathways and trees on the east side of River Road from Florida to Main Street. The DDD is also advocating for and working with Traffic Engineering to include lighting and crosswalks improvements, and pedestrian signals at intersections.

Riverfront Plaza Phase II – The Commission viewed, via PowerPoint, an image of the proposed renderings and a photograph of shade cover. Mr. Vicknair informed the Commission that the DDD submitted a 2020 budget request for the following projects:

- Riverfront Plaza Phase II Landscape – \$50,000
- Shade Covering for stage and Landing Area – \$100,000
- Yazoo Plaza (LASM) Lighting Upgrades – \$20,000
- Update fountain lights – \$3,000

Mr. Rhorer informed the Commission that plans are to obtain Corps approval to install exercise stations on the riverfront. This project will seek private sponsorships.

Florida and Third Intersection Improvements – The Commission viewed, via PowerPoint, photographs of the wall mural, flower pots and intersection improvements. Mr. Vicknair informed the Commission that the following improvements have been implemented as part of a pilot project at the corner of Florida and Third Street.

- Flower pots with plantings
- Restriping the lanes
- Information wall decals on the corner of Third Street
- Celtic design of the crosswalk intersection improvements

Courtyard Marriott is funding the plants and maintenance of the pots. Mr. Rhorer thanked Courtyard Marriott, Visit Baton Rouge and the City of Baton Rouge for their contribution to the project.

Downtown Greenway – The Commission viewed, via PowerPoint, photographs of current construction. Mr. Rhorer informed the Commission that construction continues on the greenway with the installation of the lighting. The project is expected to be complete by March 2020

Downtown Visitor Kiosks – The Commission viewed, via PowerPoint, a photograph of an existing kiosk and map indicating proposed location of new kiosks. Mr. Vicknair informed the Commission that DDD has been meeting with the city and DOTD regarding the kiosks and the goal is to have the city bid out the project. Following are the proposed locations for the kiosks:

- Riverfront Landing – Near the city dock
- Town Square Phase II – Intersection of 4th & North Blvd
- Intersection of 4th Street and Main (add as an alternate)

Downtown Maintenance – The Commission viewed, via PowerPoint, a photograph of the Distinction Award Holiday Edition recipients and Hilton Baton Rouge Capitol Center recipients. Mrs. Sayal informed the Commission that the winner of the Holiday Edition Award is Prescriptions to Geaux. Mrs. Amy Woodard, Prescriptions to Geaux, expressed her excitement to accept the award. Mrs. Sayal informed the Commission that the Hilton Baton Rouge Capitol Center is the winner of the Downtown Distinction People's Choice Award. Ms. Sonya Cotter expressed her appreciation to accept the award and briefed the Commission on the renovation of the historic tunnel.

New Business – Batch 13 – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Darryl Smith, Batch 13, informed the Commission that Batch 13 is a fast casual concept for breakfast and lunch blend. The restaurant will be located at 225 Lafayette Street with a projected opening date the end of February 2020.

General Marine Services – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Rhorer welcomed General Marine Services (GMS) located at 509 St. Louis Street. GMS serves customers in the marine transportation industry.

A Perfect Piece – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer welcomed the clothing boutique downtown located at 305 France Street.

Pelican Institute for Public Policy – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer welcomed the organization downtown located at 342 Lafayette Street. The organization is a think tank and the leading voice for free markets in Louisiana.

Geaux Rouge Radio Show – The Commission viewed, via PowerPoint, an image of the logo. Mr. Franz Borghardt briefed the Commission on the new downtown radio show “Geaux Rouge” Talk 107.3. The radio show will celebrate the best parts of Baton Rouge and will air Saturday’s at 12noon. Everyone was encouraged to view the show on Facebook Live on Tuesday’s at 10:30 a.m. or visit the site at www.talk107.3.com.

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.

- Louisiana Marathon – January 17-19
- Louisiana Life March – January 25
- Red Stick Roux Rally – February 1
- Mardi Gras Mambo – February 8
- Krewe of Mutts – February 9
- B. R. Arts Market
- 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 strawberry season is in. BREADA is partnering with Mimosa Jewelry, with a selection of jewelry with a percentage of proceeds benefiting the farmer’s market.

Councilwoman Tara Wicker commended downtown for taking care of the core of the city and encouraged everyone to educate the younger education on the value of history.

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. Nicholas BeJeaux, LASM, encouraged everyone to get their tickets for the upcoming performance “Exploring the Hidden Music: Louisiana”.

Ms. Rosehn Gipe, Director of USS Kidd, briefed the Commission on the upcoming events.

Mr. Joey David, Capitol Park Museum briefed the Commission on the upcoming events.

Dr. Lucas Fry, WLFT, briefed the Commission on the recent broadcasts and encouraged everyone to download the 30 on 3rd app.

Meeting Adjourned: