

DDD Commission Meeting  
August 8, 2017, 8:00 a.m.  
LASM, 100 River Road South

Attending: Eric Dexter, Fran Gladden, Scott Hensgens,  
Cheryl McCormick, Melanie Montanaro

Absent: Ric Kearny, Gordon LeBlanc

Others in Attendance: Gary Anderson, Meredith Anderson, Paul Arrigo, David Beard, Michael Beck, Bliss Bernard, Kacie Bizot, Gary Black, Ben Blackwell, Timothy Boone, Jenee Bourgeois, Kevin Broussard, Gayle Carnahan, Bubba Cashio, Katherine Chenevert, Wendi Coates, Suzette Crocker, Allison Crump, Charlie Daniel, Shelby Daugherty, Michael Day, Ryan Devitt, Rachel DiResto, Sgt. Distefano, Keith Dixon, Heather Dore, Mary Durusau, Liz Eure, Pat Fellows, Phil Fernberg, Jack Fugro, Joey Furr, Michael Gatz, Carol Gikas, Carissa Graves, Frances Gremillion, Jonathan Grimes, Anna Hanks, Monica Hughes, Courtney Hunt, James Jacobs, Mary Johnson, Kade Jones, Sam Karlin, John Kaufman, Sharon Kleinpeter, Jack Koban, David Kors, Jeannie Magdefrau, Michelle Mahaffey, Rodney Mallett, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, Ryan McKnight, B. J. Tommy Milazzo, Miletello, Donnie Miller, Brian Moscona, Grant Murphy, Chris Neumann, Chris Nichols, Shawn Nolan, Mary Olinde, Lluvia Peveto, Michael Petty, Adam Pitts, Kaitlin Posey, Katie Pryor, Davis Rhorer, Theo Richards, Fredrick Sargent, Haley Westphal, Whitney Sayal, Alexandra Sevier, Emily Sulzer, Ebru Sumer, Lauren Tompkins, Kim Truong, Clark Vega, Gabe Vicknair, Hayley Westphal

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. Ms. Cheryl McCormick moved to approve the May 9, 2017 minutes, Mrs. Melanie Montanaro seconded and the minutes were approved.

Mr. Hensgens recognized Mrs. Carol Gikas and thanked her for hosting the Commission meeting. Mrs. Gikas welcomed everyone to LASM and briefed everyone on the exhibit "Faces of the Flood". Mr. Keith Dixon briefed the Commission on upcoming events and encouraged everyone to visit the website at [www.lasm.org](http://www.lasm.org).

**5. Board Action** – There was no board action.

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

**7. Update from Previous Board Meeting – Trolley Tour** – The Commission viewed, via PowerPoint, images of the trolley tour. Each Commissioner received a copy of the newspaper article. Mr. Rhorer briefed the Commission on the trolley tour, highlighting the construction projects and issues in the Downtown East area. He noted issues pertaining to homelessness and suggested establishing a committee to address the issue. Additional funds have been received for the Road Home Program to help reconnect the homeless with their families.

**8. Development Initiatives – Development Underway** – The Commission viewed, via PowerPoint, photographs of current projects. Mr. Rhorer informed the Commission that there are 15 projects that are currently underway. Each Commissioner received a copy of newspaper articles. Mr. Rhorer briefed the Commission on the following projects:

- Downtown Library
- Courtyard Marriott/ Starbucks
- LABI
- Lofts @ 6C
- Beauregard Quarters
- 2120 N. Third
- N. Third Storage Facility

**DDD 30 Year Anniversary** – The Commission viewed, via PowerPoint, an image of the 30 year logo. Each Commissioner received the listing of upcoming and completed downtown projects for 2017 / 2018. Mr. Rhorer informed the Commission that the DDD will celebrate their 30 year anniversary. The DDD will be highlighting 12 major projects over the course of the next year and plans are to have an outdoor celebration in March 2018. Mr. Rhorer commended Mr. Gabe Vicknair for designing the logo.

**Cristo Rey** – The Commission viewed, via PowerPoint, a photograph of the school and students. Mr. Brian Moscona, serves as the President of the Baton Rouge Franciscan High School “Cristo Rey”. This model partners with the business community which allows the students to spend five days of the month interning in the business community. The school was affected by the 2016 flood and has been housed in Bon Carre but will be returning to the Redemptorist campus after Labor Day. Mr. Moscona thanked everyone for their support and encouraged anyone interested in participating in the program to contact him following the meeting.

**CATS Touchdown Express** – The Commission viewed, via PowerPoint, a photograph of the CATS bus. Each Commissioner received a copy of the press release and newspaper article Mr. Theo Richards, CATS, informed the Commission that Touchdown Express will resume for the 2017 LSU football season. Touchdown Express will have four pick up points downtown and the service begins three hours before kickoff and immediately following the game. Tickets are available online or at the CATS bus station, for more information visit [www.brcats.com/touchdown](http://www.brcats.com/touchdown)

**Terrace Street Ramp** – The Commission viewed, via PowerPoint, images of the proposed Interstate improvements. Ms. Anna Hanks, DOTD, informed the Commission that the design work for the proposed exit at I-110 southbound at Terrace is 95% complete. The design is being funded by state transportation dollars and construction is funded by federal dollars. The project is expected to go out to bid early 2018. Construction is projected to commence spring 2018 with an 18 – 24 month construction period. **Government Street Improvements** – Ms. Hanks informed the Commission that the final plans have been received and are under final review. The project is expected to go out to bid early fall 2017. Construction will commence 2018 with an 18 - 24 month construction period.

**Baton Rouge Film Commission** – The Commission viewed, via PowerPoint, an image of the logo. Ms. Katie Pryor, Executive Director, briefed the Commission on the responsibilities of the Baton Rouge Film Commission. They work closely with the DDD in regards to street closures and are anticipating more business in October 2017.

**Downtown Greenway** – The Commission viewed, via PowerPoint, photographs of the greenway. Mr. Vicknair informed the Commission that the North Blvd. portion of the greenway is complete. Final plans for the East Blvd. portion of the Downtown Greenway are expected in approximately two weeks.

**North Blvd. Town Square Phase II** – The Commission viewed, via PowerPoint, a rendered image of the proposed improvements. Mr. Vicknair informed the Commission the project is expected to be bid out in August 2017 with three months to award contract.

**City Hall Plaza** – The Commission viewed, via PowerPoint, a rendering of the proposed improvements and photographs of current construction. Mr. Vicknair briefed the Commission on the current construction of the plaza. The project is proposed to be complete the first quarter of 2018.

**Riverfront Plaza** – The Commission viewed, via PowerPoint, a rendering of the proposed improvements. Each Commissioner received a copy of the newspaper article. The overall design and project will be implemented in several states. There is currently a land survey underway and the designers are looking at what to include in Phase I. Mr. Rhorer informed the Commission that upgrades will include lighting and a sound system.

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, a photograph of Magpie Café and Denicola's & Noelle Harmon. Mrs. Whitney Sayal informed the Commission that the committee is reviewing and drafting ordinances relating to utility paint markings and waste collection. The committee is also working with the Planning Commission to update the UDC overlay district. The winners of the June and July Downtown Distinction Award are as follows:

- Magpie Cafe, located at 333 Laurel Street, was awarded the June Downtown Distinction Award for their outstanding efforts in the Restaurant category. Mr. James Jacobs expressed his appreciation for being recognized.
- Denicola's & Noelle Harmon, located at 1010 Nicholson Drive, were awarded the July Downtown Distinction Award for their outstanding efforts in the Small Business category. Mr. Michael Gatz thanked Magpie for the nomination and encouraged everyone to visit 1010 Nic development.

The winners are promoted on social media outlets and the category for August is parking facility.

**New Business – Café Mimi** - The Commission viewed, via PowerPoint, a photograph of interior of the restaurant. Mr. Rhorer informed the Commission that the restaurant is opening in the space that was occupied by Harrington's. The restaurant is scheduled to open the end of August 2017.

**Red Stick Adventures** – The Commission viewed, via PowerPoint, a photograph of the tour bus. Mr. Rhorer informed the Commission that Red Stick Adventures is a touring company that offers tours of downtown.

**Geaux Ride** – The Commission viewed, via PowerPoint, a photograph of participants in the Geaux Ride bike ride event. Mr. Charles Daniel informed the Commission that Geaux Ride is a unique experience that combines healthy living and entertainment. The ride begins at 6:30 p.m. every Thursday with a one hour tour of downtown. For more information on available tours or to register visit the web site at [www.geauxride.bike](http://www.geauxride.bike). Ms. Cheryl McCormick complemented the group and encouraged everyone to participate in the event.

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

- Wine Walk Wednesday – Wednesdays
- Live After Five Fall Line-Up Celebration – August 10
- Community Policing Meeting – August 15
- LIFEJUNKIE Event – August 19
- Gala and Silent Auction Benefiting Cystic Fibrosis Foundation – August 21
- Sickle Cell Run / Walk – August 26
- Commerce Building and Magpie Rooftop Event
- B. R. Arts Market / Big River Paddle Championship – September 2
- Improv Show – September 5
- Preserve Louisiana/Old Governor's Mansion
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

**10. Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the PBR II cover. The DDD continues to implement the plan.

**11. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the CPEX logo. Mrs. Rachael DiResto encouraged everyone to save the date for the 2017 Louisiana Smart Growth Summit scheduled for November 7 & 8 at the Manship Theatre at the Shaw Center for the Arts. For more information or to register visit the web site at [www.summit.cpex.org](http://www.summit.cpex.org).

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer encouraged everyone interested in participating in the Chef demonstrations to contact her or call the market.

**Downtown Business Association (DBA)** – The Commission viewed, via PowerPoint, an image of the DBA logo. Mrs. Lauren Tompkins briefed the Commission on the following:

- DBA launching beautification project
- Hiring an intern
- Survey/feedback regarding membership benefits
- DBA & BREA Social – August 10

Mr. Rhorer commended Mr. Bubba Cashio, DPW, for his assistance with downtown events and building and grounds maintenance downtown.

Mr. Scott Hensgens recognized Sgt. Donnie Distefano, City Police, and commended him for his service.

**12. Correspondence** – There was no correspondence.

**13. Public Comment** – Mr. Frederick Sargent with Electronic Media briefed the Commission on his business and encouraged those interested in promoting/marketing an event to contact him after the meeting.

Mr. Pat Fellows, Fresh Junkie, briefed the Commission on the LifeJunkie Fest scheduled for Saturday, August 19, 2017. The festival is a celebration of food, fun, music, and healthy lifestyles and will be held at the North Boulevard Town Square.

Ms. Jenee Bourgeois briefed the Commission on the St. Jude Walk/ 5K scheduled for September 16, 2017. Ms. Bourgeois encouraged everyone to participate in the event and support St Jude. For more information or to register visit [www.stjude.org/walkrun](http://www.stjude.org/walkrun).

Mr. David Beard, U.S.S. Kidd, briefed the Commission on the annual Spirit of '45 fundraiser. The event is scheduled for Saturday, August 19, 2017 and will be held at the American Legion Hall.

Ms. Hayley Westphal, LASM, encouraged everyone to participate in the Great American Solar Eclipse, Monday, August 21, 2017 12noon – 1:30 p.m. on the Mississippi River Levee behind the planetarium theater.

Mr. Adam Pitts briefed the Commission on the upcoming Cystic Fibrosis Gala scheduled for Saturday, August 21, 2017 at Magpie Café downtown.

Mr. James Jacobs, Magpie, informed the Commission that Magpie and Commerce intend to begin partnering to host special or private events on the rooftop space of the Commerce building. Everyone was encouraged to visit the website at [www.magpiebrla.com](http://www.magpiebrla.com) for upcoming events.

Mr. Jonathan Grimes, Arts Council of Baton Rouge, introduced Ms. Frances Gremillion, Director of Development. Ms. Gremillion expressed her excitement to be a part of the Arts Council and looks forward to working with everyone.

Ms. Monica Hughes, Director of Investor Relations with Baton Rouge Area Chamber, informed the Commission that their mission is to lead economic development in the area and assisting existing and new businesses.

**Meeting adjourned at 9:00 a.m.**