

DDD Commission Meeting
December 13, 2011, 8:00 a.m.
Hilton, 100 Lafayette St., 10th Floor

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon,
Chris Nichols

Absent: Fran Gladden, Van Mayhall, Danny Montelaro

Others in Attendance: Tom Adamek, Copper Alvarez, Gary Anderson, Renee Areng, Paul Arrigo, Jo Landry Bagwell, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Carla Bergeron, Gary Black, Virginia Black, Shannon Blakeman, Rebecca Bonnet, Chip Boyles, Kristin Brinson, Anne Broderick, Kevin Broussard, Mike Bruce, Erin Brush, Gary Burkett, Jimmy Burland, Rex Cabaniss, Chad Calder, Wanda Calkins, Gayle Carnahan, Stephanie Champagne, Renee Chatelain Doug Cochran, Cosima Clements, Erin Cocharn, Tim Cockerham, Amber Cook, Bay Compton, Helena Cunningham, Melissa Daly, John Darlinghaynes, Nedra Davis, Genny Denton, Gary Dixon, Linda Drummond, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Alicia Enloe, Robert Fannin, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Judy Faust, Lynn Gautreaux, Clark Gernon, Brian Goad, Brace Godfrey, Krista Goodin, Derek Gordon, Christopher Grant, Francis Grayson, Ashanti Green, Ted Griggs, Melanie Hanley, Katie Harvey, John O. Hearin, Caleb Heine, Ben Heroman, Ben Herrington, Marla Hill, Ryan Holcomb, Lael Holten, Danielle Honeycutt, Nicole Huffstetier, Neal Johnson, John Kaufman, Stafford Kendall, Bridget Kerley, Jessica Keasler, Carrie Knight, Jenny Kornuta, Jackie Kreutzer, Ashley LaBorde, Leigh LaFargue, Melissa Landry, Debbie Lapeyrouse, Lori Lasseigne, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Joel Loots, Diane Losavio, Sam Losavio, Julie Love, Suguna Mayweather, Sean McDonald, Rick McIver, Jeff Michie, Jason Miller, Rob Miller, B.J. Militello, Travis Moore, Karen Moreau, Robyn Morrison, Dyke Nelson, Gordon Nelson, Brent Nettles, Mike Odom, Mary Olinde, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Kenny Pointer, Sharon Pol, Skipper Post, Taylor Rainey, George Ragsdale, Tina Rance, Margaret Read, Bill Reich, Donna Reichman, Lief Remo, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Reed Richard Susan Ringwald, Darlene Rowland, Jenny Rozas, Kerry Ruiz, Robyn Ryan, Samuel Sanders, Larry Selders, Casey Sessums, Shay Schillilng, John Schneider, Ann Shaneyfelt, Darlene Shingleur, Michelle Shirley, Lorraine Slade, Bill Smith, John Smith, Lisa Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Steinhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Boo Thomas, Beth Thompson, Theresa Toussaint, Derek J. Veade, Clark Vega, Gabe Vicknair, Kandace Walls, Jennifer Ward, Rosie Washington, Jr., Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis, Chase Williston, Molly Woodland

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Mr. Norman Chenevert moved to approve the agenda, Ms. Chris Nichols seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the November 8, 2011 minutes, Ms. Chris Nichols seconded and the minutes were approved.

Mr. Davis Rhorer thanked Mrs. Tina Rance for hosting the meeting at the Hilton.

5. Board Action – There was no board action.

6a. Governmental Issues – DOTD TEP Grant – The Commission viewed, via PowerPoint, images of the proposed greenway renderings. Each Commissioner received a copy of the newspaper articles. Mr. Gabe Vicknair informed the Commission that the Downtown Development District (DDD) was awarded a \$1.9 million grant for implementation of the Greenway. The DDD is waiting on the approval of another grant for planning funds. The \$1.9 million will be utilized to connect North Blvd. Town Square to City Park and the DDD will continue to apply for grants to implement the entire Greenway. The goal is to produce the design for the entire greenway and implement the first phase of the plan. Mr. Rhorer informed the Commission that the downtown Greenway will link the inner city neighborhoods as recommended in Plan Baton Rouge II and Future BR Plan. This project dovetails and ties in with the Strategic Plan initiative that will begin in 2012.

Draft Panhandling Ordinance – The Commission viewed, via PowerPoint, a photograph of the proposed ordinance. Each Commissioner received a copy of the draft ordinance and newspaper article. Mr. Rhorer informed the Commission that the Parish Attorney's office prepared a draft ordinance addressing the panhandling issue downtown. Copies of the ordinance will be available at the DDD office and the ordinance will be included on the DDD web page for review. Mr. Rhorer encouraged everyone to review the ordinance and forward comments to the DDD office. Mr. Rhorer acknowledged the Capital Area Alliance for the homeless for initiating the program "Home for the Holiday's". The program offers assistance to qualified individuals to get them back to their home town. Mr. Rhorer also acknowledged Ms. Mary Jane Marcantel and Ms. Chris Nichols for their assistance with the program. Ms. Nichols commented on the program and stated that businesses are contacted for financial assistance to purchase the tickets.

6b. Development Initiatives – 2011 Year in Review – The Commission viewed, via PowerPoint, photographs pertaining to 2011 development downtown. Mr. Rhorer reviewed an abbreviated version of the 2011 Year in Review of twenty development projects downtown.

City Stats – The Commission viewed, via PowerPoint, a photograph of the City Stats Logo and images of the report. Each Commissioner received a copy of the City Stats report regarding downtown. Mr. Rhorer informed the Commission that the City Stats is an assessment of the parish by the Baton Rouge Area Foundation (BRAAF). BRAAF conducted a survey about the city and included specific questions regarding downtown. The poll found that the vast majority supported downtown development. Mr. Rhorer acknowledged the Mayor, Metropolitan, DDD Commission and DDD staff for support and hard work.

North Boulevard Town Square Update (NBTS) – The Commission viewed, via PowerPoint, photographs of current construction. Mr. Gabe Vicknair reviewed the photographs and reported the following update on the NBTS:

- Beacon – DDD staff is in training process
- Town Lawn Column – Complete – Lighting at night - speaker on top playing ambient music
- Water Fountains & Transit Signage - Installed
- Bosque – Tables installed
- Trash Cans – Installed
- Stage Branding – Complete
- Historical markers are in the process of being reinstalled

The fences are scheduled to be removed by the end of next week. Mr. Rhorer would like to have the project complete by the middle of January and encouraged everyone to visit the site.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of proposed renderings. Mr. Vicknair informed the Commission that the final funding for the project will go before the Metropolitan Council for approval. Mr. Rhorer commended Gabe Vicknair, Covalent Logic and the designers for their hard work on the project.

438 Main Street – The Commission viewed, via PowerPoint, photographs of proposed renderings and ground breaking ceremony. Mr. Rhorer informed the Commission that the ground breaking for the project took place on Thursday, November 17, 2011. Mr. Norman Chenevert informed the Commission that the 22 unit residential development has a ten month construction schedule. Mr. Rhorer thanked Mr. Chenevert and partners for their investment in downtown.

Hampton Inn – The Commission viewed, via PowerPoint, an image of the proposed rendering and photographs of construction site and ground breaking ceremony. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the ground breaking for the hotel was held on Wednesday, Nov. 30, 10:00 a.m. at the corner of Lafayette and Main Street. Mr. Rhorer thanked the developers, Windsor Aughtry, for their investment in downtown.

BREC – The Commission viewed, via PowerPoint, images of proposed renderings. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that BREC hosted an open house to obtain public input on the proposed park at Seventh & Convention Street. BREC will update the Commission at the January board meeting. Implementation is proposed to begin in the spring 2012 with completion by the end of 2012.

Belle of Baton Rouge – The Commission viewed, via PowerPoint, images of upcoming events and list of completed projects. Mr. Jeff Michie, General Manager of Belle of Baton Rouge informed the Commission that the over \$7 million in Capitol improvements to the Belle of Baton Rouge is near completion. The improvements will help compete against the new competition. A Grand re-opening celebration is scheduled for Wednesday, January 4, 2012. Belle of Baton Rouge has partnered with International Marketing System to utilize the atrium space in pro active way. Mr. Gary Dixon briefed the Commission on the initiative to turn the atrium into an ongoing entertainment destination. Following are the upcoming events scheduled for the atrium:

Dec. 2 – 23 – Christmas in the Atrium

Dec. 31 – New Years Eve Party – Coochon de lait & Spirit of Michael show

January 2012 – Football Events

Last Week in January 2012 – Chinese New Year events

Mardi Gras Events

Beauregard Town Live Oak Plantings – The Commission viewed, via PowerPoint, an image of proposed planting. Mr. Brian Goad, president of Beauregard Town Civic Association, informed the Commission the Beauregard Town Civic Association has embarked on a planting project on the corner of South Blvd. and Highland Rd. Live Oaks will be planted to create a canopy gateway into Beauregard Town and downtown. Mr. Goad thanked DDD and the Belle of Baton Rouge for their support of the project.

Downtown Transit Issues – The Commission viewed, via PowerPoint, a photograph of the new transit shelter, trolley. Mr. Caleb Heine informed the Commission that DDD has met with CATS regarding the transit issues through North Blvd. Town Square.

Downtown Signage / Clutter Removal – The Commission viewed, via PowerPoint, an image of the graffiti and sign poles.

Each Commissioner received a copy of the newspaper article and inventory booklet. Mr. Caleb Heine informed the Commission that he and student intern Chase Williston inventoried the Central Business District and compiled a list of missing parking meters, poles without signs that need to be removed etc. The DDD will be assisting the Department of Public Works as needed and the next phase targeted for inventory will be Spanish Town and Beauregard Town.

New Business – Third Street Development – The Commission viewed, via PowerPoint, a photograph of the exterior of the City Bar building. Mr. Rhorer informed the Commission that a report will be made at the January 2012 board meeting.

Springboard Baton Rouge – The Commission viewed, via PowerPoint, a photograph of the interior of the building and logo. Mr. John Schneider briefed the Commission on Springboard Baton Rouge that will open January 2012 on the 2nd floor of the Kress building. The entrepreneurial campus will be a one stop source that will provide resources to individuals that have an idea for a business, already has a start up company or an expanding business. They are working in conjunction in a collaborative partnership with 6 non profits and 4 profits. Within the facility you will have access through virtual address where phone calls or mail is forwarded, the availability to rent a conference room, secure a desk for a daily, weekly or monthly fee or rent a private office fully furnished. Construction is currently underway for the Icafe that will be housed in Kress building and is schedule to open March 1, 2012. The café is a sandwich shop that will also offer desserts and gelato and includes a work space that will seat 150. Springboard will also house Urban Entrepreneur Partnership and they will provide on site coaching and mentorship. Thanks to the Godfrey family for establishing The Godfrey Center for Creative Strategy which will offer educational programs for entrepreneurs. Springboard is also undertaking various programs to reach all potential businesses. Partnership is being finalized for a social media marketing company that also develops phone apps and games. Capitol Regions Venture Partners will offer micro lending as well as equity investment. The vision of Springboard is to accumulate 200,000 – 250,000 sq. ft. of office space downtown and house 50 – 100 entrepreneur companies. Mr. Schneider commended his staff and everyone involved in the project.

Zolia Bistro – The Commission viewed, via PowerPoint, an image of the logo. Mr. Rhorer informed the Commission that the restaurant will be located in II City Plaza and is scheduled to open by the end of December.

Azteca's – The Commission viewed, via PowerPoint, an image of the logo and photographs of the interior. Mr. Rhorer informed the Commission that the restaurant that will be located at the corner of Main and Lafayette Streets is scheduled to open by mid January 2012.

Mr. Rhorer acknowledged Mrs. Cheri Ausberry for her leadership as chairwoman this past year and presented her with a token of appreciation. Mrs. Ausberry expressed her honor to be a part of the growth downtown.

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

- Amahl and the Night Visitors – Dec. 15th
- Baton Rouge Art's Market – Dec. 17th
- Christmas in the Atrium Dec. 2 – 23
- Skating on the River – Dec. 16 – Jan. 2
- Hilton Capitol Center New Year's Eve Murder Mystery
- Manship Theatre Events

DDD Commission Mtg.
December 13, 2011
Pg. 5

- River Center Events
- Baton Rouge Symphony Orchestra
- LASM

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. Mr. Rhorer recommended using the same committee comprised for the Strategic Plan to review legislative issues in 2012. Mr. Rhorer also requested that Mr. Derrell Cohoon and Ms. Chris Nichols assist with this task.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Ms. Lacey Strohschein informed the Commission that CPEX is serving on the steering committee for the Baton Rouge Transit Coalition. CPEX is co chairing with ARP the outreach and education committee for this initiative. Ms. Strohschein encouraged everyone to join one of the many committees to make a robust transit system in Baton Rouge.

BREADA – The Commission viewed, via PowerPoint, a photograph of BREADA logo. Ms. Rowland informed the Commission of the following:

- Saturday, Dec. 17th – B. R. Arts Market & last Saturday market for this year
- Dec. 22nd & Dec.29th – Perkins Road market location will be open from 8am – 12noon

Mr. Davis Rhorer encouraged everyone to support the market through their fund raising campaign. Mr. Rhorer commended Ms. Copper Alvarez for her work with the market.

8. Correspondence – There was no information.

9. Public Comment

Mr. Travis Moore, Spanish Town Civic Association (STCA), announced that Ms. Rebecca Breedon, Spanish Town resident passed away and left some money for Spanish Town to remember past royalty and celebrate the Spanish Town parade. The STCA has started this endeavor to honor her request and is encouraging anyone that would like to partner with the STCA to contact Mr. Moore after the meeting.

Ms. Donna Richman, Baton Rouge Film Commission, thanked everyone for their cooperation with the film crews as they continue to utilize downtown for the filming of movies.

Mrs. Ausberry recognized Councilwoman Tara Wicker and the Baton Rouge City Police.

Mrs. Ausberry thanked the Hilton and their staff for hosting the meeting.

Everyone was invited to tour Springboard Baton Rouge at 447 Third Street.

Meeting adjourned at 9:00am.