

DDD Commission Meeting
May 14, 2014, 8:00 a.m.
Lyceum Ballroom, 124 Third Street

Attending: Norman Chenevert, Fran Gladden, Ric Kearny, Chris Nichols
Scott N. Hensgens

Absent: Derrell Cohoon

Others in Attendance: Laura Acord, Tom Adamek, Paul Arrigo, Joy Banks, Alicia Baron, Matt Beeson, Kathryn Belanger, Cory Belder, Anna Beller, Charles Bennett, Frances Bennett, Tom Bergman, Susannah Bing, Gary Black, Virginia Black, Suzanne Blanchard, Ben Blackwell, Shannon Blakeman, Becky Bond, Kellye Bond, Julie Bondy, Chuck Booksh, Timothy Boone, Chelsea Brasted, Emile Breaux, Kevin Broussard, Zach Broussard, Gary Burkett, Jimmy Burland, Kyle Callihan, Amy Canik, Steve Carleton, Gayle Carnahan, Christy Chachere, Margaret Chappuis, Cosimo Clements, Whitney Cooper, Zac Corbin, Suzette Crocker, Ron Crum, Allison Crump, Dexter Duncan, Fritz Embaugh, Mark Entrekin, Jon Elvert, Randy Fauchaux, Cassie Felder, Pat Fellows, Derek Fitch, Judy Foust, Lloyd Francioni, Rob Gann, Mike Gauthier, Celeste Gill, Aaron Glaser, Leah Gray, Ashanti Green, Angela Harms, Rebecca Harris, Robert Hebert, Ryan Holcomb, Mark Hudson, Courtney Hunt, Christopher Hunte, David Jacobs, , Kali Johnson, Diana Johnson, Alex Juan, Nicole Kennelly, Julia Kennerly, Stuart Keyes, , Laurence Lambert, Debbie Lapeyrouse, Jeremy Lapeyrouse, Chelsea Layne, Beverly LeBeau, Gordon LeBlanc, Justin Lemoine, Cindy Littlefield, Mario Lozanov, Lauralyn Maranto, Fr. Pat Mascarella, Patrick Michaels, Mikeila Nagura, Steven Neal, Otha Nelson, Shawn Nolan, Amy Norval, Lucio Nunez, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Stormi Persick, Andy Pine, Eric Poche, Zoran Pranjic, John Price, Tina Rance, Bill Reich, Eric Relle, Leif Remo, Trula Remson, Davis Rhorer, Darlene Rowland, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Shay Schillilng, Audrey Schmolke, Darlene Shingleur, John Smith, Karen Stagg, Jan Sumrall, Karla Swacker, Cherry Talbert, Velma Tarver, Casey Tate, Jeremy Theriot, Gabe Vicknair, Rossie Washington, Jr., Pam Welsh, Matthew Wilks, Neill Wright, Renita Young

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Ms. Chris Nichols moved to approve the agenda, Mr. Ric Kearny seconded and the agenda was approved.
4. Ms. Chris Nichols moved to approve the March 11, 2014 and April 8, 2014 minutes, Mr. Ric Kearny seconded and the minutes were approved.

Mr. Rhorer requested that everyone take a moment to remember Mr. Francis Grayson who passed away recently. Mr. Gayle Carnahan welcomed everyone to the Lyceum Ballroom

Mr. Norman Chenevert welcomed Mr. Scott Hensgens to the DDD board. Mr. Hensgens expressed his excitement to be a part of the development downtown.

5. Board Action – There was no board action.

6a. Governmental Issues – Old LNB Building Redevelopment District – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commission received a copy of the senate bill and newspaper articles. Mr. Rhorer informed the Commission that the property at 150 Third Street (old LNB Building) was acquired by Mr. Mike Wampold. Mr. Wampold plans to renovate the building into a 146 room hotel. The TIF legislation passed in the Senate and will go before the House for approval. The KPMG study recommended that there be at least 1,000 hotel rooms within walking distance from the River Center and with the completion of this hotel it would bring downtown over this recommended amount.

Skating / Biking Ordinance – The Commission viewed, via PowerPoint, a photograph of the scratched benches and benches with skate deterrents. Each Commission received a copy of the new ordinance and newspaper article. Mr. Rhorer informed the Commission that the proposed amendments to the existing ordinance were approved by the Metropolitan Council. DPW will install signage in Town Square.

6b. Development Initiatives – Riverfront Plaza Improvements – The Commission viewed, via PowerPoint, photographs of kiosks and improvements. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that the CATS transit hub will relocate to River Road when there are events in North Blvd. Town Square. The Downtown Development District (DDD) has been working with Department of Public Works (DPW) to improve the riverfront and the kiosk. Mr. Rhorer commended the DDD staff and DPW for their work on this project.

Parking Meter Upgrade – The Commission viewed, via PowerPoint, a photograph of the existing parking meter and proposed parking meter. Mr. Rhorer informed the Commission that the city is working on upgrading the parking meters downtown and is in the process of reviewing the vendors. **River Road Upgrade** – The Commission viewed, via PowerPoint, the rendering of proposed changes. Mr. Laurence Lambert, Stantec, informed the Commission that as part of the “Right Sizing” program DOTD will convert River Road from Florida Street north to Hollywood Casino from 4 lanes to 3 lanes with a bike path. This conversion will further activate the existing and upcoming trail heads to the levee. It is expected to be completed by spring 2015.

Downtown Civic Association – The Commission viewed, via PowerPoint, a photograph of the first Downtown Civic Association membership drive. Ms. Courtney Hunt informed the Commission that the Downtown Civic Association was established April 2014 and currently has 25 members from the Central Business District (CBD). There are currently 80 residential units in the CBD and the association will address issues such as safety, parking etc. and plan to combine efforts with Beauregard Town and Spanish Town Civic Associations.

310 Convention Street – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commission received a copy of the newspaper articles. Mr. Norman Chenevert briefed the Commission on the history of the house at 310 Convention St. and introduced Mr. Mark Hudson who recently purchased the house.

Mr. Hudson informed the Commission that Phase I will convert the residence into 7 apartments and Phase II will include 6 additional units. Construction is expected to commence June 2014 and will be named "The Grand Lady".

City Hall Plaza – The Commission viewed, via PowerPoint, an image of the proposed improvements. Mr. Rhorer informed the Commission that the selection of Reed Hilderbrand as the design consultants for City Hall Plaza will go before the Metropolitan Council for approval Wednesday, May 14, 2014.

Underpass Parking – The Commission viewed, via PowerPoint, a rendering of proposed improvements and map indicating proposed parking. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that DPW is currently working on the striping between Florida and Laurel St.

Downtown Greenway Update – The Commission viewed, via PowerPoint, an image of the proposed renderings. Ms. Whitney Cooper informed the Commission that Phase I bid for Expressway Park has been accepted and bids for Phase II have been received. The BREC Commission will review the Phase II bids for acceptance on May 22, 2014. DOTD is completing their work in the area. Ms. Angela Harms informed the Commission that the Recreation Center offers summer programs. Mr. Rhorer thanked BREC for their commitment to downtown.

River Road / Riverfront Access Improvements – The Commission viewed, via PowerPoint, an image of the proposed renderings. Mr. Rhorer informed the Commission that equipment has arrived and once preparation work is completed by Canadian National construction will begin.

North Blvd. Town Square Phase II – The Commission viewed, via PowerPoint, images of proposed improvements. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that Phase II will include improvements one block west of the Old State Capitol, one block east in front of City Plaza building in front of Subway on North Blvd. The designers are making final adjustments and the project will be bid out shortly on the approximately \$2 million project.

New Business – Aristocracy – The Commission viewed, via PowerPoint, an image of the logo. Mr. Gayle Carnahan announced that Aristocracy has located in the Kress Building and introduced Ms. Kellye Bond. Ms. Bond informed the Commission that Aristocracy specializes in high end menswear, vintage clothing and women's clothing and jewelry. Ms. Bond expressed her excitement to be a part of downtown and encouraged everyone to visit the store Monday through Saturday.

Raising Cane's – The Commission viewed, via PowerPoint, an image of the logo. Each Commission received a copy of the newspaper article. Ms. Stormi Persick, general manager, informed the Commission that Raising Cane's is excited to be downtown and the opening will bring an additional 45 jobs. The grand opening is scheduled for Thursday, May 22 at 9:30 a.m.

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

- Zumba in the Lawn Tuesday's / Thursday's
- Live After Five Line Up – May 16, 22
- Geaux Health and Fitness – May 17
- Sunday in the Park / AIDS Candlelight Memorial – May 18
- Run for the Children – May 24
- Run for Humanity 5K / WHYR Radiopalooza – May 31
- Baton Rouge Arts Market – June 7
- Cambodia Craft Sale – June 8
- Juneteenth – June 14
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

Marketing – Mr. Gabe Vicknair informed the Commission that the DDD is in the process of updating their marketing packets.

7. 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.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, an image of the logo. There was no information to report.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland informed the Commission that the Market is open for breakfast and lunch Monday – Saturday. The upcoming market, Saturday, May 17 will feature, strawberries, blueberries, peaches and face painting.

Downtown Business Association (DBA) – Mrs. Alicia Baron, DBA, briefed everyone on the following events:

- Live After Five continues Friday, May 16, 2014 and ends Thursday, May 22, 2014.
- May 19, 2014 – Lunch & Learn – Hurricane Preparedness for Your Business
- June 5, 2014 – DBA Member Social – Happy Hour at Huey's
- July 10, 2014 – Member Meeting – The ARC

For more information on Downtown Business Association visit downtownbr.org

8. Correspondence – There was no correspondence.

9. Public Comment – Mr. Jimmy Burland commended everyone who assisted and attended the Greek Festival last weekend.

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Mr. Steve Carleton informed the Commission that the Downtown Kiwanis Club is the longest service organization in Baton Rouge and encouraged everyone to join the club. The club provides service projects for under privileged children in Baton Rouge. Meetings are held every Thursday, 12noon at the Woman's Club.

Ms. Kally Johnson briefed the Commission on the upcoming Walk for Humanity scheduled for Saturday, May 31 at 8:00 a.m. For more information visit www.eventbrite.com

Mr. Paul Arrigo, Visit Baton Rouge, briefed the Commission on the following events coming to downtown Baton Rouge:

- May 22 – Live After Five to kick off the Bayou Country Super Fest
- June 8 – MISS USA pageant
- June 19 – Regional Soccer tournament

Ms. Alex Juan, USS Kidd, briefed the Commission on the following events:

- May 16 – Kidd Keynotes
- May 26 – Memorial Day Ceremony

Meeting adjourned at 9:00am.