

DDD Commission Meeting
January 8, 2013, 8:00 a.m.
Kress Gallery, 447 Third Street

Attending: Norman Chenevert, Fran Gladden, Van Mayhall, Chris Nichols

Absent: Derrell Cohoon, Verni Howard

Others in Attendance: Laura Acord, Tom Adamek, Gary Anderson, Paul Arrigo, Jo Landry Bagwell, Jeffrey Beck, Matt Beeson, Kathryn Belanger, Carolyn Bennett, Frances Bennett, Charles Bennett, Debbie Bennett, Gary Black, Virginia Black, Suzanne Blanchard, Ward Bond, Benjamin Bradford, Jim Brandt, Kevin Broussard, Nancy Broussard, Zach Broussard, Gary Burkett, Jimmy Burland, Rex Cabaniss, Chad Calder, Gayle Carnahan, Sarah Casper, Christy Chachere, Margaret Chappuis, Renee Chatelain, Cosimo Clements, Allison Cooper, Whitney Cooper, Sara Courtney, Suzette Crocker, Ron Crum, Scott D'Agostino, Sandra Daire, Melissa Daly, Patrick Danna, Nedra Davis, Angela deGravelles, Genny Denton, Rachel DiResto, Caroline Domecq, Jason Diu, Erin Ducote, Erin Brush Duncan, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entrekin, Randy Fauchaux, Betsy Fazekas, Peyton Feigley, Heather Folks, Clayton Forbes, Judy Foust, Mac Freeman, Joey Furr, Rob Gann, Aaron Glaser, Brian Goad, Selena Grant, Francis Grayson, Ashanti Green, Katie Guasco, Hunter Hall, Jennifer Hall, Brandon Hargrave, Debra Harris, Stephen Hazel, Daniel Hawthorne, Charyl Hearin, Kendall Hebert, Robert Hebert, Jan L. Herrington, Ben Heroman, Justin Hewitt, Quincy Hodges, Ryan Holcomb, Tom Holden, Pam Hotard, Courtney Hunt, Fairleigh Jackson, John Jackson, Stacy Jamieson, Jennifer Jenkins, Teresa Johnston, Danielle Kelley, Julia Kennedy, Hannah King, Tara Kistler, Joe Labbe, Ashley LaBorde, Mathew Laborde, Morgan Landry, Andee Lanier, Lori Lasseigne, Beverly LeBeau, Donna LeBlanc, Rose Marie Leleaux, Anna Long, Nicole Marshall, Lauren Marschall, Fr. Pat Mascarello, Ferris McDaniel, Al McDuff, Jason Miller, B.J. Militello, Ashley Montagnino, Rebecca Moses, Gordon Nelson, Shawn Nolan, Mary Olinde, Ashley Ortego, Maestro Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Garland Pennison, Andrew Perry, Casey Phillips, Ashley Pierce, Eric Poche, Jere Quinn, Tina Rance, Margaret Read, Dan Reed, Bill Reich, Leif Remo, Davis Rhorer, Jason Richards, Brooke Riglin, Susan Ringwald, Tina Righteous, Tanya Roberson, Darlene Rowland, Jenny Rozas, LeAnn Russo, Robyn Ryan, Diana Samuels, Sam Sanders, Beth Sansovich, Kathy Scherer, John Schneider, Larry Selders, Casey Sessums, Shay Schilling, Darlene Shingleur, Lorraine Slade, Brian Sleeth, John Smith, Lisa Smith, Anna Snyder, Tyler Spears, Karen Stagg, Bill Stark, Jennifer Stenhouse, William Stevens, Jan Sumrall, Cherry Talbert, Justin Tassin, Casey Tate, Rev. Susie Thomas, Clark Vega, Mitch Verma, Gabe Vicknair, Rick Volland, Ladonna Ward, Shane Warren, Rossie Washington, Jr., Brad Way, Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Matt Wilks, T.J. Woodard

1. Ms. Chris Nichols called the meeting to order.

2. Ms. Chris Nichols declared a quorum.

3. Ms. Fran Gladden moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.

4. Mr. Norman Chenevert moved to approve the December 11, 2012 minutes, Mr. Van Mayhall seconded and the minutes were approved.

Rev. Susie Thomas shared a few words of wisdom. Mr. Rhorer thanked Ms. Lorraine Slade for hosting the meeting at the Kress Gallery.

5. Board Action – Nominating Committee – The Commission viewed, via power point, an image of the DDD logo. Each Commissioner received a copy of the proposed slate of 2013 officers. Ms. Chris Nichols presented the slate of nominees for the 2013 officers as follows: Chris Nichols, Chairwoman; Norman Chenevert, Vice Chairman; Fran Gladden, Treasurer and, Verni Howard, Secretary. **Mr. Norman Chenvert moved to adopt the nominees as presented, Ms. Fran Gladden seconded and the nominees were unanimously approved as presented.**

6a. Governmental Issues – The Commission viewed, via power point, a photograph of the North Blvd. Town Square (NBTS). Mr. Rhorer informed the Commission that the Metropolitan Council approved a maintenance contract for NBTS. Mr. Gabe Vicknair is working with the Department of Public Works to create the scope of services for NBTS in regards to the maintenance of the lawn and beacon.

6b. Development Initiatives – North Blvd. Town Square Update – The Commission viewed, via PowerPoint, photographs of the swearing in of Mayor Holden. The recent swearing in of Mayor Holden marked the 131st event at the town square. Mr. Rhorer informed the Commission that a truck ran over the power supply for the North Blvd. Town Square and the city is working to repair the damage. The city will be advertising for bids Friday, January 11, 2013 for the two-waying of St. Louis and St. Ferdinand Street. The bids will open on Tuesday, Feb. 5, 2013.

Repentance Park Update – The Commission viewed, via PowerPoint, photographs of the current construction site. Mr. Gabe Vicknair briefed the Commission on the construction progress and informed the Commission that due to the rain the project completion date has been extended to the end of January 2013. A ribbon cutting for Repentance Park will be held during the spring 2013.

The “Crest” Stage Canopy Update – The Commission viewed, via PowerPoint, photographs of the canopy under construction and the logo. Mr. Rhorer informed the Commission that construction continues on “The Crest” and encouraged everyone to visit the site and view the construction. The structure is scheduled for completion by the end of January 2013.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway and greenway bike tour. Mr. Rhorer informed the Commission that the Downtown Development District (DDD) staff and consultants recently rode bikes along the greenway. Mr. Scott D’Agostina, Tipton Associates, informed the Commission that they are currently in the data gathering analysis phase. The team will be working with DDD and various stakeholders and plans are to schedule several public workshops for early Spring 2013.

LASM Plaza – The Commission viewed, via PowerPoint, an aerial photograph indicating the area for improvements. Mr. Rhorer informed the Commission that Suzanne Turner & Associates have been chosen to implement the LASM plaza improvements where the train was previously located.

Riverfront Property Acquisition – The Commission viewed, via PowerPoint, an aerial photograph indicating the location of the acquisition. Mr. Rhorer announced that Mr. Jim Bernhard, Shaw Group, has acquired the property and proposed plans are for mixed use development.

Commerce Building Update – The Commission viewed, via PowerPoint, photographs of the Commerce building. There was no information to report.

Literary Committee – The Commission viewed, via PowerPoint, a photograph of the 2012 Louisiana Book Festival. Mr. Van Mayhall expressed that the Literary City Committee is an idea to use the

infrastructure that we have in place of the arts to move further into the arts and designate Baton Rouge as a literary city. Mr. Mayhall submitted the following names as members of the Literary City Committee: Kathryn Belanger, Carolyn Bennett, Carols Sanchez, Emily Wharton, Stephanie Regel, Judy Faust, Jim Davis, Rebecca Hamilton and John Price. **Ms. Fran Gladden moved to adopt the committee as presented, Mr. Norman Chenevert seconded and the committee was unanimously approved as presented.** The Literary City Committee will convene towards the end of the month.

Prescriptions to Geaux Pharmacy Survey – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Whitney Cooper briefed the Commission that the contents of the pharmacy survey and informed the Commission that the survey resulted in approximately 226 respondents. Mr. T.J. Woodard thanked everyone for their assistance with the survey and announced that his goal is to be a personable business. The pharmacy is schedule to open during the month of February.

New Business Announcements – Jimmy Johns – The Commission viewed, via PowerPoint, a photograph of the interior of the restaurant. Mr. Rhorer informed the Commission that the restaurant is now open in the 200 block of Third Street in the State Garage.

The Blues Room – The Commission viewed, via PowerPoint, a photograph of the exterior of the venue. Mr. Billy Stevens informed the Commission that The Blues Room will be opening Friday, January 25 at 244 Lafayette Street and will feature live music weekly.

Downtown Grocery – The Commission viewed, via PowerPoint, a photograph of exterior of the venue. Mr. Rhorer informed the Commission that a grocery store will be locating at the corner of Third and Florida Street. The DDD has been assisting with providing resources and design precedents.

Creative Bloc – The Commission viewed, via PowerPoint, a photograph of exterior of the building. Mr. John Jackson, owner, informed the Commission that Jackson Group investments recently purchased the building at 804 – 816 8th Street. The 11,500 sq. ft. building will undergo a complete renovation and will serve as headquarters for Launch Media and there will be additional space available for lease.

Mr. Rhorer expressed his excitement with the upcoming projects slated for the 1st quarter of 2013 and thanked everyone involved in making downtown the place to be.

- Hampton
- St. Ferdinand / St. Louis two-waying
- Crest completion
- Fla. Street / River Rd. access
- Repentance Park completion
- River Front Acquisition
- Downtown Grocery
- Prescriptions to Geaux
- The Blues Room

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.

- Foundation for Historical La. Lecture – January 10th
- Belle of Baton Rouge Concerts – Jan. 11, 25, Feb. 15, 22
- Laurel Street Lollapalooza – January 11th
- Louisiana Life March – January 12th
- Keep BR Beautiful – January 12th
- “Something Old Something New” – January 17th

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- Kress Gallery presents: History & Innovation Opening Reception – January 18th
- Ernest J. Gaines Award for Literary Excellence – January 18th
- Louisiana Marathon – January 18th – 20th
- MLK March – January 21st
- Baton Rouge Superbowl Fan Experience – February 1 - 3
- Mardi Gras Parades
- Manship Theatre Events / LSU MOA
- River Center Events
- Baton Rouge Symphony Orchestra
- LASM

Mr. Rhorer announced that the Antique Roadshow is scheduled to be filmed in downtown Baton Rouge. Mr. Paul Arrigo expressed the significance of securing the filming of the Antique Roadshow downtown Saturday, July 27, 2013 at the River Center. He also informed the Commission that the commercials for American Idol have been filmed in downtown Baton Rouge.

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.

Mr. Rhorer briefed the Commission on the following projects:

Hampton Hotel – Construction continues

8. Ongoing Projects – Construction Updates – Discussed above

CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Mrs. Rachel DiResto briefed the Commission on the following event:

- Feb. 23 – Building Blocks: Kids Rule the World to be held at the La. State Museum

BREDA – The Commission viewed, via PowerPoint, a photograph of BREDA logo. Ms. Darlene Rowland encouraged everyone to continue to support the market. Ms. Rowland reminded everyone that the market opens in the Galvez Garage should there be inclement weather and briefed the Commission on the following:

- Saturday, Jan. 12 – Cooking demonstrations by Kevin Black
- Winter vegetable and fruits available

Mr. Rhorer encouraged everyone to support the Main Street Market and informed the Commission that as a result of the recommendation in PBR I to energize parking garages downtown, there are currently 10 businesses in downtown parking garages.

8. Correspondence – There was no correspondence.

9. Public Comment – Fr. Pat Mascarello recommended that the DDD board include a member that is a resident and rents property downtown and requested that the Literary City Committee gives consideration to audio and brail not just written

Ms. Renee Chatelain and Ms. Fairleigh Jackson briefed the Commission on the upcoming events at the Shaw Center.

Mr. Rhorer commended everyone that has contributed to the Design Resource Center.

Meeting adjourned at 9:00am.