

DDD Commission Meeting
January 13, 2009, 8:00 a.m.
Studio 7 at Hollywood Casino, 1717 N. River Rd...

Attending: Cheri Morial Ausberry, Norman Chenevert, Derrell Cohoon, Fran Gladden, Van Mayhall, Chris Nichols

Absent: Mark Bensabat

Others in Attendance: Raymond Alexander, Copper Alvarez, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Paul Arrigo, Debbie Ashe, Christee Atwood, Jo Landry Bagewell, Kyle Beall, Danny Belanger, Charles Bennett, Frances Bennett, Carolyn Bennett, Ricky Besson, Susannah Bing, Gary Black, Bill Blackwood, Dr. Annette Booker, Philipa Blair, Danny Breaux, Dave Briggs, Nancy Broussard, Christina Bourg, Mike Bruce, Troy Bunch, Jimmy Burland, Lacy Burris, Rex Cabaniss, Patricia Calfee, Chad Calder, Gayle Carnahan, Nancy Carter, Ashley Casey, Lindsey Cavalier, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Todd Cooper, Whitney Cooper, Sara Courtney, Melissa Daly, Chad Danos, Pete Darling, Andi DeJohn, Rachel DiResto, Lauren Dodds, Linda Drummond, Huey Dugas, Paul Dykes, Lacey Dupre, Kendrick Eubanks, John Eblen, Kirk Edwards, Madeline Ellis, Jon Elvert, Matthew Emory, Eric Engeman, David Farrar, Jim Ferguson, Natalie Fielding, Derek Fitch, Carley Fleming, Jim Frey, Joey Furr, Gail Gaiennie, Ed Gaskin, Bryan Gerace, Carol Gikas, Debbie Gill, Brian Goad, Brace Godfrey, Krista Goodin, Mark Goodson, Francis Grayson, Jill Green, Melissa Guilbeau, Lauren Gutierrez, Jennifer Hall, Rebecca Hamilton, John Hart, Stewart Jones, John O. Hearin, Jerry Hebert, Kristin Hebert, John Helm, Walker Higgins, Kim Hodgeson, Ryan Holcomb, Mayor Kip Holden, Tom Holden, Jake Holinga, Helen Holland, Virginia Holmes, Lael Holton, Kristi Howard, Alice Howe, Joe Hynes, David Jacobs, Staci Jamieson, Donnie Jarreau, Ingrid Payne Johnson, Ernest Junius, Jason Keller, Lanny Keller, Billy Kelley, Stafford Kendall, Eddie King, Alex Krieger, Joe Labbe, Mike Labat, Dana LaFonta, Lori Lasseigne, Debbie Lapeyrouse, Justin Lemoine, Stacey Levert, Tom Livesay, Paul Lockett, Diane Losavio, Steven Lumpkin, David Madden, Claire Major, Katie Maloney, Nikki Essix, Manuel, Nicole Marshall, Jill Martinez, Katherine Mason, Kendall Matassa, Dee Mather, Danny McGlynn, Carrie Miller, BJ Militello, Al McDuff, Marvin Mitchell, Todd Mitchell, Sonia Morales, Penny Murray, Rose Mustain, Richard Neal, Dyke Nelson, Pete Newkirk, Lisa Nice, Rod Nunez, Mike Odom, Mary Olinde, Theresa Overby, Betsy Paille, Johnny Palazzotto, Bill Palmer, Greg Palmer, Gary Perilloux, Lisa Perron, Joel Phillips, Ashley Pierce, Eric Poche, Skipper Post, Vincent Price, Tina Rance, Dan Reed, Bill Reich, Eric Relle, Daniel Rhodes, Davis Rhorer, Sage Roberts, Erin Rolfs, Kerry Ruiz, Troy Russ, Samuel Sanders, Larry Sciaiahetano, James Schafer, John Schneider, Katherine Scherer, Ben Schultz, Joe Sciortino, Larry Selders, Lonnie Seals, Terry Serio, Casey Sessums, Darlene Shingleur, Pam Sills, Lorraine Slade, John Smith, Mike Songy, Kathleen Spencer, Bill Stark, Mary Stein, Jennifer Steinhouse, John Stewart, Jerry Stovall, George Strain, Kelly Stutes, Cherry Talbert, Ben Taylor, Todd Teepel, Jeremy Tennant, Ted Terrell, Anna Thibodeaux, Boo Thomas, Christopher Toombs, Clark Vega, Barry Walls, Brad Way, Jay Westerfield, Emily Wharton, Tara Wicker, Matt Wilks, Bubba Willis, Michael Wilson, Kate Wilson, Beau Wolfe, Erin Wood

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.
3. Ms. Nichols moved to approve the agenda, Mr. Mayhall seconded and the agenda was approved.
4. Ms. Ausberry moved to approve the December 9, 2008 minutes, Mr. Mayhall seconded and the minutes were approved.

5. **Board Action – Election of Officers** – The Commission viewed, via power point, the logo for the DDD. Each Commissioner received a copy of the slate of nominees for 2009 officers. Mr. Cohoon presented the slate of nominees for the 2009 officers as follows: Van Mayhall, Jr., Chairman; Cheri Ausberry, Vice Chairwoman, Christine Nichols, Treasurer; Norman Chenevert, Secretary. **Mr. Cohoon moved to adopt the nominees as presented, Mr. Chenevert seconded and the nominees were unanimously approved as presented.** Mr. Rhorer thanked Mr. Cohoon on his leadership and the DDD Commission for their continued support and commitment to serve on the board. Mr. Cohoon expressed how gratifying it has been to work with DDD staff, Commission and stakeholders.

6a. **Governmental Issues – Mayor President Melvin L. “Kip” Holden** – The Commission viewed, via power point, a photograph of Mayor Holden. Mr. Derrell Cohoon introduced and congratulated Mayor-President “Kip” Holden. Mayor Holden expressed that the city has made tremendous strides in four years and the bond proposal will be included on the October or November 2009 ballot. Mayor Holden informed the Commission that Armada Hoffler, developer, contacted him and re-committed to the \$100 million investment in Baton Rouge if the bond issue passes. Mayor Holden stated as downtown Baton Rouge moves forward there needs to be implementation of the previous studies and no more funding of new studies.

6b. **Development Initiatives – Plan Baton Rouge Phase II Update** – The Commission viewed, via Power Point, photographs of previous meetings and proposed concepts. Each Commissioner received a copy of the newspaper article. Mr. Cabaniss introduced Mr. Alex Krieger, Chan, Krieger, Sieniewicz, lead consultant for the plan. Mr. Krieger informed the Commission that they identified six enterprises that may be recommended for implementation. Mr. Krieger briefed the Commission on the following proposed enterprises that address the issues of focused improvements and achievable results:

The Central Green

Capitol Park West: Extending Capitol Park to the River

New Victory Park: Link Spanish and Beauregard Towns with a Neighborhood

3rd Street Mixed Use District: Culture, Entertainment, Living

Old South Baton Rouge and LSU Linkage

Beauregard Town District: Reunite the two sides of Beauregard Town

The next open house is scheduled for February 9, 5:30 p.m. – 7:00 p.m., at the Louisiana State Museum.

Comprehensive Plan Update – The Commission viewed, via power point, the logo and an aerial photograph of downtown. Mr. Troy Bunch, Planning Commission, informed the Commission that the Comprehensive Plan (“Horizon Plan”) is a 20 year plan to guide growth and development in the City and East Baton Rouge Parish, it was adopted in 1992 and requires a five year update with a major update required in 2012. Based upon the effects of Hurricanes Katrina and Rita, the Mayor has taken the initiative to conduct a major update to the Comprehensive Plan in 2009.

The Mayor appointed an Advisory Committee to guide the Horizon Plan and Selection Committee to help choose a consultant to recommend to the Advisory Committee and, ultimately, the Mayor-President. The selection process is presently underway and the Requests for Qualifications were issued last fall with ten teams responding. The committee is in the process of reviewing the national submissions and will narrow the submissions to three and make a recommendation to the Advisory Committee next month. The Advisory Committee will interview the three national teams and make a recommendation to the Mayor. Once the contract is in place the update will take approximately eighteen months.

New Email Subscription Service & Online Survey – The Commission viewed, via power point, an image of the Downtown Development District (DDD) web page to sign up for email lists and an online survey. Ms. Stafford Kendall, Covalent Logic, briefed the Commission on the new email newsletter system for the DDD. Everyone was encouraged to visit the DDD site at www.downtownbatonrouge.org and subscribe to receive the agendas, development news and weekend events.

Mr. Mark Goodson informed the Commission that the DDD has devised a survey to evaluate the progress of Downtown's revitalization. The survey will allow the DDD to obtain information regarding implementation priorities that meet the needs of our stakeholders. The survey will be emailed this afternoon or you can access the survey by visiting www.downtownbatonrouge.org.

Mr. Rhorer informed the Commission that the DDD has been working with David West, City Parish Human Resources, to utilize Christie Atwood, a facilitator, to evaluate the roles of the staff and Commission and to establish a clear direction for the DDD office. Mr. Rhorer recognized Dr. Annette Bookter, Human Resources Director and Christie Atwood, facilitator.

Downtown Tree Maintenance Update / Code Enforcement – The Commission viewed, via Power Point, a photograph of the new tree planting downtown. Each Commissioner received a copy of correspondence. Mr. Peter Newkirk, DPW Director, informed the Commission that DPW has planted 165 of the 185 trees with completion scheduled for this week. Phase II of the tree planting will begin fall of 2010. Renovations have begun to the old Baton Rouge Jr. High School building on Florida Street. A portion of DPW employees and the Planning Commission will be housed in the renovated building. The goal of the project is to create a “one-stop shop” for the public and private sectors. Mr. Rhorer informed the Commission that the DDD mailed a

letter to property owners and restaurants addressing the issue of placing trash bags out on the street or sidewalk. Mr. Mayhall requested an update on the maintenance of the tree wells. Mr. Newkirk informed the Commission that as part of the maintenance program a water truck will periodically water the trees downtown and the increased number of landscape and forestry employees will allow for concentration on the downtown area. As part of the Smart Growth audit, DPW has developed the following four committees: bike path, sidewalk, engineering standards and code enforcement.

New Business – Strand’s Café’ – The Commission viewed, via Power Point, photograph of the business sign and pastries. Mr. Rhorer informed the Commission that the café has opened at 226 Laurel Street and offers a variety of fine pastries, chocolate and coffee.

Anytime Fitness – The Commission viewed, via Power Point, photograph of the logo. Mr. Rhorer informed the Commission that the fitness club will open in approximately one month at 200 Government Street.

Regions Bank – The Commission viewed, via Power Point, photograph of the logo and City Plaza II. Mr. Kendall Matassa, Regions Bank, informed the Commission that Regions Bank is relocating the Florida Street branch to the City Plaza II building as well as 100 employees from the facilities on Essen Lane and Jefferson / Bocage area.

North Blvd. Town Square Update – The Commission viewed, via Power Point, a photograph of the public meeting. Mr. Joseph Furr, JFDS, informed the Commission that they are currently in the schematic design process and continue to work with the stakeholders and Plan Baton Rouge team. A second public presentation will be held in mid to late February.

Events – The Commission viewed, via Power Point, the logos for the following events. Mr. Rhorer briefed the Commission on the following events.

Citizens in Support of Public Education – Nov. 29 – Dec. 26, Louisiana Arts and Science Museum

Martin Luther King, Jr. Downtown March – January 19, 8:00 a.m. Mt. Zion Baptist Church

Jewish Film Festival – January 21 – 24, Manship Theater

Rodin: A Magnificent Obsession – January 24 – April 10, LSU Museum of Art

Mardi Gras Parades – February 7 – February 21

Capitol Area United Way Mardi Gras Fundraiser – February 14

Providence Corporate Cup – April 18

7. Ongoing –Center for Planning Excellence – There was no information to report.

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BREADA – The Commission viewed, via power point, the BREADA logo. Ms. Copper Alvarez briefed the Commission on the upcoming events encouraged everyone to continue to support the markets.

8. **Correspondence** – No information to report.

9. **Public Comment** –

Announcement –

Mr. Rhorer thanked Hollywood Casino for hosting the meeting at Studio 7. Mr. Mayhall thanked the Commissioners for their service on the board.

Mr. .Mayhall announced that Mr. John Noland East Baton Rouge Redevelopment Authority will be at the February meeting.

Ms. Patricia Cafee, Baton Rouge Area Foundation, informed the Commission of the second annual Ernest J. Gaines Award for Literary Excellence ceremony, on Thursday, January 29, 7:00 p.m. at the Manship Theatre. The event is free and open to the public, reservations requested due to limited seating.

Meeting adjourned.