

DDD Commission Meeting
February 10, 2009, 8:00 a.m.
Capitol Park Welcome Center, 702 River Rd.

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

Others in Attendance: Raymond Alexander, Copper Alvarez, James Andermann, Rev. Chris Andrews, Joe Anthony, Stephen Arceneaux, Renee Areng, Annabelle Armstrong, Paul Arrigo, Jo Landry Bagewell, Kyle Beall, Danny Belanger, Jeff Bell, Charles Bennett, Frances Bennett, Carolyn Bennett, Jennifer Berniard, John Berry, Cathy Berry, Ricky Besson, Susannah Bing, Gary Black, Philipa Blair, Danny Breaux, Dave Briggs, Nancy Broussard, Jeremy Broussard, Christina Bourg, Greg Brandao, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Winnifred Byrd, Rex Cabaniss, Patricia Calfee, Chad Calder, Gayle Carnahan, Nancy Carter, Ashley Casey, Lindsey Cavalier, Nancy Chesson, Pete Clements, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Todd Cooper, Whitney Cooper, Sara Courtney, Melissa Daly, Chad Danos, Jay Dardenne, Pete Darling, Andi DeJohn, Rachel DiResto, Lauren Dodds, Linda Drummond, Huey Dugas, Jay Dykes, Paul Dykes, Lacey Dupre, Kendrick Ebanks, John Eblen, Kirk Edwards, Bridger Eglin, Madeline Ellis, Jon Elvert, Matthew Emory, Eric Engeman, Jim Ferguson, Natalie Fielding, Derek Fitch, Carley Fleming, Joey Furr, Mike Futrell, Gail Gaiennie, Ed Gaskin, Cpl. Gauthier, 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, Robert Hodges, Ryan Holcomb, Tom Holden, Jake Holinga, Helen Holland, Capt. Virginia Holmes, Lael Holton, Kristi Howard, Alice Howe, Joe Hynes, David Jacobs, Lt. Stephenia M. Jackson, Staci Jamieson, Donnie Jarreau, Ingrid Payne Johnson, Ernest Junius, Jason Keller, Lanny Keller, Billy Kelley, Stafford Kendall, John Kett, Eddie King, Alex Krieger, Joe Labbe, Mike Labat, Dana LaFonta, Mark Landry, Lori Lasseigne, Debbie Lapeyrouse, Justin Lemoine, Stacey Levert, Eric Lewis, 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, Al McDuff, Danny McGlynn, Carrie Miller, BJ Militello, Al McDuff, Marvin Mitchell, Todd Mitchell, Sonia Morales, Alan Mountjoy, Penny Murray, Rose Mustain, Richard Neal, Dyke Nelson, Lisa Nice, John Noland, Rod Nunez, Jennifer Ocken, Mike Odom, Mary Olinde, Theresa Overby, Betsy Paille, Johnny Palazzotto, Bill Palmer, Greg Palmer, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Joel Phillips, Ashley Pierce, Eric Poche, Skipper Post, Mike Prejean, Vincent Price, Mary Louise Prudhomme, Tina Rance, Dan Reed, Doug Reed, Bill Reich, Eric Relle, Daniel Rhodes, Davis Rhorer, Sage Roberts, Erin Rolfs, Darlene Rowland, 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, Karen Stagg, Bill Stark, Mary Stein, Jennifer Steinhouse, John Stewart, George Strain, Kelly Stutes, Cherry Talbert, Todd Teepel, Jeremy Tennant, Ted Terrell, Anna Thibodeaux, Boo Thomas, Christopher Toombs, Clark Vega, Barry Walls, Brad Way, Adam Werth, Jay Westerfield, Emily Wharton, Councilman Trae Welch, Councilwoman Tara Wicker, Matt Wilks, Bubba Willis, Michael Wilson, Kate Wilson, Beau Wolfe, Erin Wood

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Mark Bensabat seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the January 13, 2009 minutes, Ms. Cheri Ausberry seconded and the minutes were approved.

Mr. Mayhall recognized Ms. Tara Wicker, downtown councilwoman, and Mr. Mike Futrell, Chief Administrative Officer and thanked them for attending the meeting.

5. Board Action

6a. Governmental Issues – Downtown Stakeholder Survey Analysis –

The Commission viewed, via power point, an image of the Downtown Development District online survey. Each Commissioner received a copy of the newspaper articles and survey results. Mr. Rhorer informed the Commission that there were over 1400 responses and encouraged everyone to view the results online at www.downtownbatonrouge.org. Mr. Rhorer reviewed the analysis with the Commission. Mr. Mayhall re-emphasized the importance of everyone reviewing the results of the survey.

DVAP – Kiosk – The Commission viewed, via power point, an image of an informational kiosk. Mr. Rhorer informed the Commission that there was a balance of \$210,000 in the enhancement fund account which will allow the construction of two kiosks. Department of Public Works will provide the construction drawings to meet DOTD standards for the kiosks which will both be placed in the downtown area.

6b. Development Initiatives – Old State Capitol Update – The Commission viewed, via Power Point, photographs of the Old State Capitol. Secretary of State Jay Dardenne presented a video regarding the proposed project for the Old State Capitol. Mr. Dardenne briefed the Commission on the master plan and exhibit design for the Old State Capitol. The renovation will not affect the exterior of the building but update the presentation of the Louisiana's museum of political history. The project has secured \$3 million in state funding and raised \$1.1 million of \$1.5 million goal from private sources.

River Park Update – The Commission viewed, via Power Point, an aerial photograph of improvements to River Rd. and renderings of proposed mixed use development. Mr. Clements briefed the Commission on the project. The design for the underpass structure has been completed and will encompass 1.5 acres of the 36 acre project. The contract was awarded for the first phase of the underpass structure and the contract for the remainder of the road project will be awarded with the next month. Mr. Clements requested that the Downtown Development District Commission go on record endorsing the proposed demolition of the industrial scale and

office building at 1758 River Road for the construction of the entryway for River Park development. The demolition is necessary to accommodate the west vehicular ramp of the new underpass under the Canadian National Railroad Tracks.

Mr. Norman Chenevert moved to support the demolition of the industrial scale and office building at 1758 River Road for the construction of the entryway for River Park development. Ms. Christine Nichols seconded and the motion was unanimously approved.

East Baton Rouge Redevelopment Authority Update – The Commission viewed, via Power Point, photographs of South Side Works development in Pittsburgh. Mr. John Noland, chairman of Redevelopment Authority (RDA), briefed the Commission on the formation of the organization. The RDA is parish wide and will address the blighted properties within the community. They have visited other communities that have redevelopment authorities. The RDA and DDD will co-exist and Mr. Noland commended the DDD on the transformation of downtown. Mr. Goodson briefed the Commission on the Pittsburg Redevelopment Authority's creation of a riverfront development project called South Side Works.

Mr. Mike Futrell, Chief Administrative Officer, informed the Commission that there were positive comments about downtown Baton Rouge at most recent Mayor's listening tours. The continued promotion and development is making a difference in the perception of downtown.

Mr. Rhorer introduced Mr. Jacob Holinga, newly appointed DDD assistance executive director.

Mr. Rhorer recognized Councilman Mr. Trae Welch and thanked him for attending the meeting.

Plan Baton Rouge Phase II Update – The Commission viewed, via Power Point, photographs of previous working meetings and proposed concepts. Mr. Cabaniss informed the Commission that last night's public meeting was well attended and the next meeting is scheduled for March 30, 5:30 p.m. – 7:00 p.m., at the Old State Capitol. Mr. Cabaniss said the planning team is charged with putting a frame work together regarding policies, initiatives and programs - Mr. Cabaniss introduced Alan Mountjoy, of Chan, Krieger, Sieniewicz Associates out of Boston, as the project manager for the plan. Mr. Mountjoy informed the Commission that the public meeting focused on moving from the visionary to implementation. Mr. Mountjoy briefed the Commission on the following policy areas to be addressed:

- Increase residential Population in downtown area
- Comprehensive Plan for Downtown streets and public spaces
- Develop a concentration of regionally significant mixed used anchors
- Increase transportation access to downtown and provide better linkages downtown and its abutting neighborhoods

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 continue to move forward. Mr. Furr briefed the Commission on the proposed street improvements which will increase the space to the plaza.

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Welcome New Business – Puncher’s – The Commission viewed, via Power Point, photograph of the business sign. Each Commissioner received a copy of newspaper article. Mr. Mike Labat informed the Commission that the sports bar located at 421 Third Street will feature gaming, drinks and live music Thursday, Friday and Saturday’s and is scheduled to open Saturday, February 21, 2009.

Cornerstone Government Affairs – The Commission viewed, via Power Point, photograph of the logo. Mr. Rhorer informed the Commission that Mr. Mark Drennen has located his offices at 703 Laurel Street.

The 525 Executive Suites – The Commission viewed, via Power Point, photograph of the flyer. Mr. John O. Hearin informed the Commission that he has opened an executive suite at 525 Florida Street. The suite is available for lease with access to phone, fax, copier and conference room.

Acapulco Mexican Grill – The Commission viewed, via Power Point, photograph of the exterior of the building. Mr. Rhorer informed the Commission that the Mexican restaurant has opened at 321 North Blvd.

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

Mardi Gras Parades – February 14, 15 & 21

Capitol Area United Way Mardi Gras Fundraiser – February 14

Amedysis Mardi Gras Mambo 10K – February 14

Valentines’s Dinner at the Old Governor’s Mansion – February 14

100 Black Men Mardi Gras Gala – February 21

Boys Hope Girls Hope of Baton Rouge – March 9

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

BREADA – The Commission viewed, via power point, the BREADA logo. Ms. Copper Alvarez introduced new staff member, Darlene Rowland. Ms. Alvarez encouraged everyone to attend the market this week for the Sweetheart week.

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

9. **Public Comment**

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Announcement

Mr. Mayhall thanked Strands for catering the meeting. Mr. Mayhall thanked Mike Prejean for hosting the meeting at the Capital Park Welcome Center.

Mr. Charles Coates informed the Commission that he is promoting the idea of the Baton Rouge Museum of History.

Mr. Mayhall thanked everyone for attending and encouraged everyone to become ambassadors to downtown Baton Rouge.

Meeting adjourned.