

DDD Commission Meeting  
March 10, 2011, 8:00 a.m.  
Kean Miller Conference Room

Attending: Cheri Ausberry, Derrell Cohoon, Fran Gladden,  
Van Mayhall, Danny Montelaro, Chris Nichols

Absent: Norman Chenevert

Others in Attendance: James Andermann, Gary Anderson, Chris Andrews, Heather Andricain, Stephen Arceneaux, Paul Arrigo, Jose Barro, Jay Basist, Jeffrey Beck, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Denver Benton, Gary Black, Virginia Black, Rebecca Bonnet, Kevin Broussard, Nancy Broussard, Mary Kay Brown, Leah Brown, Mike Bruce, Leila Brumberg, Eddie Budd, Erin Bush, Chad Calder, Patricia Calfee, Wanda Calkins, Gayle Carnahan, Renee Chatelain, Pete Clements, Erin Cocharn, Tim Cockerham, Cpl. Don Coppola, Sandra Daire, Scott D'Agostino, Melissa Daly, Patrick Danna, Nedra Davis, Angela DeGravelles, Rachel DiResto, Maggie Drake, Patricia Duncan, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Heather Fatzinger, Betsy Fazekas, Derek Fitch, Leslie Foster, Judy Foust, Marston Fowler, Sarah Friedmann, Steve Fuller, Joey Furr, Emily Gauthier, Bryan Gerace, Brian Goad, Jessica Golebiowski, Derek Gordon, Rannah Gray, Francis Grayson, Ted Griggs, John Grove, Becky Gustafson, Maureen Harbourt, Katie Harvey, John O. Hearin, Katherine Herald, Ryan Holcomb, Jake Holinga, Lael Holten, Nicole Huffstetier, Ed Jenkins, Lowell Johnson, John Kaufman, Ashley LaBorde, Phillip LaFargue, Laurence Lambert, Debbie Lapeyrouse, Beverly LeBeau, Rose Marie Leleaux, Jin Lee, Susana Lee, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Bridget Kerley, Chris Maggie, Stephanie Manson, Lauralyn Maranto, Fr. Pat Mascarella, Jeff Michie, Jason Miller, Todd Mitchell, Phyllis Meyer, Jeff Michie, BJ Militello, Karen Moreau, Robyn Morrison, Michael Nelms, Dyke Nelson, Gordon Nelson, Brent Nettles, Mikela Nagura, Jay Noland, Billy Overton, Vertina Overton, Johnny Palazzotto, Melissa Parmelee, Ron Pascual, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Kenneth Pointer, Robert Poole, Stuart Poulton, Mike Prejean, Taylor Rainey, Tina Rance, Margaret Read, Daniel Rhodes, Davis Rhorer, William Roberts, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Samuel Sanders, Kathy Scherer, John Schneider, Joseph Scott, Larry Selders, Casey Sessums, Ann Shaneyfelt, John Shorter, John Sills, Lorraine Slade, Lisa Smith, John Smith, Kelly Spell, Karen Stagg, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Clark Vega, Kathy Victorian, Teresa Vidrine, Jennifer Ward, Emily Wharton, David Weinstein, Elizabeth Weinstein, Councilwoman Tara Wicker, Cannon Wiest, Bubba Willis, Erin Wood, Kelly Zimmerman

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Van Mayhall seconded and the agenda was approved.
4. Mr. Van Mayhall moved to approve the February 8, 2011 minutes, Ms. Fran Gladden seconded and the minutes were approved.
5. **Board Action – There was no board action.**

Mr. Rhorer thanked Kean Miller for hosting the Commission meeting.

6a. **Governmental Issues – State Commercial Tax Credits** – The Commission viewed, via PowerPoint, an image of the legislation. Each Commissioner received a copy of the tax legislation. Mr. Jacob Holinga informed the Commission that the State Commercial Tax Credit, which allows 25% expenses that occur

on historic structures, will sunset in January 2012. The Downtown Development District (DDD) is working with other state DDD entities to obtain support from the legislators to extend the tax credit to 2015.

**6b. Development Initiatives – DDD Projects Update – North Boulevard Town Square (NBTS)**

The Commission viewed, via PowerPoint, images of NBTS. Each Commissioner received a copy of the newspaper articles. Mr. James Andermann presented the pedestrian circulation map of the current construction site and photographs of the construction progress. Mr. Andermann mentioned that the designers have been directed to highlight both the Frank Hayden Pollock Head and Galvez March sculptures in their exact location. Mr. Joey Furr mentioned that the North Blvd. median will be widened by one lane on each side making it 24' wider than it is currently, which will provide additional green space to the site.

**Repentance Park** – The Commission viewed, via PowerPoint the scope of work, meeting photographs, existing and proposed plate analysis and pedestrian circulation diagram. Mr. James Andermann informed the Commission that during the February visit the consultants met with stakeholders and made a presentation to Mayor Holden. The ultimate goal is to create a successful green space that is linked to Galvez Plaza and River Road / Riverfront.

**River Park Development update** – The Commission viewed, via Power Point, images of the underpass. Mr. Pete Clements briefed the Commission on the traffic flow created with the construction of the underpass. The ribbon cutting ceremony is scheduled for Friday, March 18 at 11:00 a.m. Mr. Rhorer congratulated Mr. Clements on the completion of the project that conquers the difficulty of the railroad, access to the casino, DeSoto Park and River Park project. Mr. Danny Montelaro questioned the bicyclist access on the levee. Mr. Clements expressed that the project will be bicycle friendly and Mr. Rhorer stated that the Downtown Development District is looking into obtaining additional DOTD enhancement funds to extend the bike path on the levee north to the casino. Mr. Charles Bennett questioned plans for landscaping, Mr. Clements expressed that landscaping will be incorporated into the next phase.

**Hampton Inn & Suites** – The Commission viewed, via Power Point, an image of the proposed rendering. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Hampton Inn project will go before the Metropolitan Council on March 16<sup>th</sup> and 23<sup>rd</sup>, 2011 for Tax Increment Financing consideration of the property.

**601/605 and 607/609 Spanish Town Rd.** – The Commission viewed, via PowerPoint, photographs of the property. Each Commissioner received a copy of the newspaper article. Mr. John Schneider informed the Commission that Vision City received permission from Historic Preservation Commission to move forward with the rehabilitation of the property at 601/605 and 607/609 Spanish Town Rd. Plans are to close on the property in April 2011. They will restore the property as close to the original design and the units will be approximately 1,250 sq. ft. two and three bedrooms with a 120 day construction period. Mr. Schneider thanked the Downtown Development District, Spanish Town Civic Association, the Foundation for Historical Louisiana and Historic Preservation Commission for their support on the project.

**New Downtown Acquisition** – The Commission viewed, via PowerPoint, a photograph of the historic Lafayette building. Mr. Dyke Nelson and business partner Mr. David Weinstein purchased the Lafayette Building located at 342-348 Lafayette Street. The building will be converted into 3 commercial offices and 3 apartments, which are scheduled to be complete by December 15<sup>th</sup>, 2011. The project is utilizing historic tax credits and Mr. Nelson encouraged everyone to support the extension of the tax credits' sunset provision.

**BR Cultural Products District (BRCPD) proposed expansion** – The Commission viewed, via Power Point, a photograph of LSU Museum of Art. Each Commissioner received a copy of the correspondence. The Downtown Development District is working with the Arts Council regarding the desire to expand the boundaries to include the Arts Market and Main Street Market. The Downtown Development District has submitted an application to the Department of Culture, Recreation, and Tourism for their consideration of expanding the boundaries of the Downtown Development District Cultural Products District. The proposal would extend the boundaries from the Arts & Entertainment District to those of the DDD.

Aside from the expansion of the Downtown Cultural District, the Department of Culture, Recreation, and Tourism will be considering the creation of an additional cultural products district adjacent to downtown. The Old South Baton Rouge Cultural District is separate and apart from the Downtown Cultural District. Currently the Metropolitan Council has a provision in the local ordinance that does not provide for the exemption of local sales tax on original works of artwork sold at fairs and/or festivals.

**Keep Louisiana Beautiful (KLB) trash receptacles** – The Commission viewed, via Power Point, an image of trash receptacle and the location map. Each Commissioner received a copy of the location map. Mr. Jacob Holinga informed the Commission that the DDD received a \$10,000 matching grant with the City of Baton Rouge through KLB. The grant allowed for the purchase of twenty new trash receptacles that will be installed downtown in the next few weeks. Mr. Rhorer announced that the DDD purchased an additional eight dog receptacles that will also be installed downtown. Mr. Van Mayhall encouraged everyone to participate in the effort to keep downtown clean.

**Future BR** – The Commission viewed, via Power Point, an image of the cover of the draft plan. Each Commissioner received a copy of the newspaper articles and draft plan. Mr. Lael Holton, Planning Commission, informed the Commission that the draft comprehensive plan has been produced by Fregonese Associates based on input from several public open houses, workshops and an online survey. Following are the four components of the plan:

- Vision
- The Comprehensive Plan
- Strategic Implementation Plan
- Monitoring Plan

Following is the timeline of the review schedule:

- April 2011 – Unveil remainder of the plan
- May 2011– Open House informational event
- May 2011 – Planning Commission review
- May / June 2011 – Open House informational event
- July 2011 – Metropolitan Council review

Mr. Holton encouraged everyone to read the draft plan and submit comments online at [www.futurebr.com](http://www.futurebr.com). Mr. Rhorer expressed that downtown is a key neighborhood mentioned in the plan and the plan includes components of Plan Baton Rouge II. Mr. Rhorer announced that the Strategic Plan committee meeting has been scheduled for Wednesday, March 16<sup>th</sup>, 2011 at 11:00 a.m. at Capital One conference room.

**Live After Five** – The Commission viewed, via Power Point, an aerial image a previous concert, AZ Young park and schedule. Mr. John Smith, Downtown Business Association (DBA), informed the Commission that with the construction of North Blvd. Town Square the Live After Five concerts will be relocated to the AZ Young Park. CATS will provide a shuttle service circulating between the parking garages and the concert site. Lt. Governor Jay Dardenne will kick off this inaugural event for the AZ Young Park and Welcome Center. Mr. Smith expressed that the DBA would like to partner with Downtown Development District to address the trash issue. Mr. Kerry Ruiz, event coordinator, briefed the Commission on the layout of the concert area and the schedule. Everyone was encouraged to attend and enter the weekly raffle for free tickets to Bayou Country Super Fest.

**New Downtown Business –**

**Hotel Indigo** – The Commission viewed, via Power Point, images of the exterior and interior of the hotel. Each Commissioner received a copy of the newspaper articles. Mr. John Schneider thanked the Downtown Development District and James Andermann for his work on the promotional video for Hotel Indigo. The 93 room boutique hotel has opened and the fifth floor is pet friendly.

**King Bar & Bistro** – The Commission viewed, via Power Point, an image of the logo and interior of the bar and bistro. The King Bar and Bistro is a full service restaurant with a menu developed by executive Chef Scott Varnado. Downtown businesses were encouraged to schedule a visit to view the establishment and sample the food. Mr. Schneider announced that within the next 90 days Vision City Development group will announce their five year plan.

**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.

- Happy's 5K – March 26
- Great American Clean Up – March 26
- B. R. Dietetic Association 5K – March 31
- Providence Corporate Cup 5K – April 2
- Sunday in the Park – April 3
- LASM
- Manship Theatre Events
- River Center Events

**7. Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the cover of the Strategic Plan and a photograph of the PBR II cover. Mr. Rhorer announced that the Strategic Plan committee meeting has been scheduled for Wednesday, March 16 at 11:00 a.m. at Capital One conference room.

**8. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, a photograph of the CPEX logo. Each Commissioner received a copy of the Connect policy brief. Ms. Rachel DiResto encouraged everyone to view the first in a series of policy briefs that will provide the road map for the CONNECT coalition. The initiative is looking long term regarding connecting the two biggest metropolitan areas in the state. The next brief will look at the economic benefits of regionalism and the third brief will look at strategies and recommendations for the two regions working together.

DDD Commission Mtg.  
March 10, 2011  
Pg. 5

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

- March 12 – *Fresh from the Market* cooking show will feature chefs Nathan Gresham and Jeff Conaway from Beausoleil Restaurant and Bar. Local guitarist Kevin Johnson will also be entertaining shoppers outside at the Farmers Market
- March 12 – Arts Market

**8. Correspondence** – There was no information.

**9. Public Comment** – Mr. Rhorer thanked Kean Miller for hosting the meeting and announced that the April board meeting will be held at Hollywood Casino and the May meeting will be held at the home of Chris Nichols on Louisiana Avenue.

Ms. Cheri Ausberry recognized the Baton Rouge Police Department.

Mr. John Schneider announced that the formal opening of Hotel King will be a benefit in conjunction with LSU Museum of Art and Shaw Center. The event will be scheduled for the end of April or the beginning of May.

Rose Marie Leleaux, East Baton Rouge Parish Children Chorus, informed the Commission that East Baton Rouge Parish Children Chorus Spring concert is scheduled for May 7, 2011 at the Manship Theatre. The choir is seeking sponsorships and selling coupon books to assist with the expense of their July performance in England.

Mr. Paul Arrigo thanked everyone who supported the 2012 US Bowling Congress (USBC) Open Championships Kick Off held on Friday, February 18, 2011. Mr. Arrigo also announced that the Convention and Visitors’ Bureau received the 2010 Award of Excellence from *Corporate and Incentive Travel Magazine*. The agency was also recognized as number 8 among the 24 Most Influential tourism Boards and DMO’s online by <http://InfluencersinTravel.com>.

Mr. Robert Poole, Hilton, challenged everyone to participate in the Keep Baton Rouge Beautiful / Great American Clean Up scheduled for Saturday, March 26, 2011.

Councilwoman Tara Wicker announced that the District 10 meeting is scheduled for Thursday, March 17, 5:30 p.m. at the Old Governor’s Mansion.

**Meeting adjourned**