

DDD Commission Meeting
April 8, 2008, 8:00 a.m.
The City Club, 355 North Blvd

Attending: Cheri Morial Ausberry, Norman Chenevert, Derrell Cohoon, Brace Godfrey, Van Mayhall, Chris Nichols

Absent: Mark Bensabat

Others in Attendance: Sebastian Alvarez, Jaird Alvarez, Rev. Chris Andrews, Joe Anthony, Renee Areng, Paul Arrigo, Heath Aucoin, Debbie Ashe, Jo Landry Bagewell, Brad Bates, Danny Belanger, Charles Bennett, Frances Bennett, Susannah Bing, Gary Black, Mary Boston, Steve Boudreaux, Dave Briggs, Nancy Broussard, Dana Brown, Mike Bruce, Rex Cabaniss, Chad Calder, Gayle Carnahan, Nancy Carter, Ashley Casey, Lindsey Cavalier, Charles Coates, Todd Cooper, Chad Danos, Pete Darling, Rachel DiResto, Kendrick Ebanks, Bridger Eglin, Madeline Ellis, Eric Engeman, Tress Fereday, Derek Fitch, Carley Fleming, Jeff Fluhr, Joey Furr, Mike Futrell, Carol Gikas, Debbie Gill, Brian Goad, Krista Goodin, Mark Goodson, Derek Gordon, Francis Grayson, Jill Green, Scott Hall, Gaye Hamilton, John O. Hearin, Jerry Hebert, Mike Herschman, Kim Hodgeson, Tom Holden, Joe Hynes, Ted Jack, David Jacobs, Staci Jamieson, Ernest Junius, Jason Keller, Stafford Kendall, Dana LaFonta, Michael Lang, Debbie Lapeyrouse, Gordon LeBlanc, Pierre Legrand, Justin Lemoine, Tom Livesay, Paul Lockett, Claire Major, Katie Maloney, Nikki Essix Manuel, Lauralyn Maranto, Jill Martinez, Dee Mather, Carrie Miller, Debbie Mire, Al McDuff, Penny Murray, Richard Neal, Dyke Nelson, Mike Odom, Janie Oldfield, Mary Olinde, Theresa Overby, Betsy Paille, Bill Palmer, Greg Palmer, Johnny Palozzotto, Bill Phillips, Skipper Post, Tina Rance, Davis Rhorer, Erin Rolf, Kerry Ruiz, Kristen Sanders, Samuel Sanders, John Schneider, Katherine Scherer, Joe Sciortino, Larry Selders, Terry Serio, Lisa Smith, Kathleen Spencer, Bill Stark, John Stewart, George Strain, Kristin Stutes, Jeremy Tennant, Ted Terrell, Boo Thomas, Clark Vega, Rick Volland, Brad Way, Bubba Willis, Beau Wolfe, Erin Wood

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.
3. Mr. Chenevert moved to approve the agenda, Mr. Mayhall seconded and the agenda was approved as amended.
4. Mr. Mayhall moved to approve the March 11, 2008 minutes, Mr. Chenevert seconded and the minutes were approved.

Mr. Norman Chenevert introduced Mr. Jairo Alvarez and Sebastian Alvarez
Mr. Rhorer introduced and welcomed Mr. James Andermann, new Development Project Director for the Downtown Development District. Mr. Rhorer thanked Pierre Legrand, General Manager of the City Club, for hosting the Commission meeting.

5. Board Action

6a. **Governmental Issues** – Mr. Rhorer informed the Commission of the Mayor’s capital outlay requests. The projects include the expansion of the river center, downtown riverfront improvements and the children’s museum.

6b. **Development Initiatives – 2008 Mayor’ Luncheon** – Mr. Rhorer informed the Commission that the DDD is planning to host the Mayor’s luncheon in celebration of the Downtown Development District’s 20th year of service. The luncheon is tentatively planned for May 2008.

Arts & Entertainment District Update – The Commission viewed, via power point, an aerial photograph of the Council approved Arts & Entertainment District. Each Commissioner received a copy of the Economic Incentive Strategic Plan RFQ (see below) and newspaper articles. Mr. Rhorer thanked everyone involved in the process to establish an Arts & Entertainment District.

Economic RFQ – Mr. Fluhr informed the Commission that the Request For Qualifications is completed and will be released within the next week. The following entities have partnered to provide the \$65,000 retainer to hire a consultant.

Baton Rouge Area Foundation
Downtown Business Association
Downtown Development District
Convention and Visitors Bureau
City of Baton Rouge

The consultant will create an economic incentive package for the Arts and Entertainment District and the implement the arts component.

Policy Meeting – Mr. Cohoon expressed that the policy issues are very important to the Arts and Entertainment District. The recent occurrences related to private parties in the downtown area can cause a negative impact on the efforts of the Arts and Entertainment District. Mr. Cohoon expressed that the committee will address this incident immediately and requested that Mr. Brace Godfrey work with him on developing a policy to address such issues. The Arts & Entertainment Committee will host a meeting on Thursday, April 17 at 5:00 p.m. for all members and stakeholders to address these issues.

North Boulevard Town Square/Riverfront Master Plan – The Commission viewed, via power point, a map indicating the location of proposed North Blvd. Town Square. Each Commissioner received a copy the newspaper article. Mr. Rhorer informed the Commission that the Design and Selection board selected Brown/Danos and Joey Furr Design Studio as the

Landscape Architects for the North Blvd Town Square. Mr. Rhorer reviewed the list of the sub consultants involved in the project.

II City Plaza – The Commission viewed, via power point, a photograph of the building under construction. Mr. Ted Terrell informed the Commission that the 12 story, 260,000 sq. ft. office building includes an adjoining 650 space parking garage and is scheduled to be completed by mid January 2009. The two major tenants are Regions and Phelps Dunbar and there is space available for a restaurant and retail. The garage will be open August 2008. Mr. Terrell commended everyone involved with the project and encouraged anyone interested in rental information to contact Gary Black at 383-0424.

Downtown Park Site – The Commission viewed, via power point, an aerial photograph of the proposed park and a photograph of the existing building on the site. Each Commissioner received a copy of the excerpt from Plan Baton Rouge. Mr. Rhorer informed the Commission that the park is proposed in Plan Baton Rouge as a linkage between the two downtown neighborhoods. Mr. Bill Palmer informed the Commission that the proposed park is on the corner of Convention and Seventh Streets. Richard Baker was successful in directing the General Services Administration to transfer the property over to BREC and securing \$300,000 in federal funds to develop the pocket park. BREC is in the process of obtaining bids for the demolition of the building which is targeted for August 2008.

Shaw Center – One Eleven / Stroubes Update – The Commission viewed, via power point, a photograph of the building under construction and a rendering of the project. Mr. Michael Lang informed the Commission that the project is underway and will consist of the following:

1st floor 5,000 sq. ft. with 4,000 sq. ft. available for office / retail use
2nd – 4 flats - 900 sq. ft.
3rd & 4th floor - 7 split level units

The architect for *Oneleven* is Remson/Haley/Herprin and the project is scheduled to be complete by the fall of 2008. For information visit www.lovedowntownlife.com

The proposed upscale steakhouse restaurant in the Stroube's Building / Stroube's Chophouse is going through the approval process with the city and the state. The process is expected to take approximately 45 days.

Wayfinding Implementation – The Commission viewed, via power point, a photograph of the ribbon cutting ceremony. Each Commissioner received a copy of the newspaper article and a poster of the kiosk. Mr. Rhorer informed the Commission that ribbon cutting ceremony was held last week and Phase I of the project is complete.

Events – LASM - The Commission viewed, via power point, a photograph of the exhibit. Ms. Carol Gikas encouraged everyone to attend the Jim Henson Fantastic World exhibit at the LASM, the exhibit will be on display through June 22, 2008.

Louisiana State Museum – The Commission viewed, via power point, a photograph of the flyer. Ms. Erin Rolfs informed the Commission that the Louisiana State Museum will be hosting several programs that spotlight music, art, history and science. All programs are free and open to the public.

Foundation for Historical Louisiana – The Commission viewed, via power point, a photograph of the logo. Mrs. Bennett encouraged everyone to attend the lecture by Buddy Ragland about the green (LEED) movement and historic preservation. The lecture will be held on Thursday, April 10, 6:00 p.m. at the Old Governor's Mansion.

Live After Five – The Commission viewed, via Power Point, the schedule and logo for the Live After Five concerts and the spring schedule. Mr. Kerry Ruiz, Event Planner, reviewed the schedule and informed the Commission that first concert commenced on Friday, March 28 was a tremendous turnout. The concerts are held at Galvez Plaza from 5:00 p.m. – 8:00 p.m.

Sunday in the Park – The Commission viewed, via Power Point, the schedule and logo for the spring concerts. Ms. Katherine Scherer informed the Commission that the concerts commenced on Sunday, April 6 and continue for four consecutive Sundays. The concerts are held at Lafayette Park from 12noon – 3:00 p.m.

Providence Corporate Cup – The Commission viewed, via Power Point, the flyer for the event. Ms. Claire Major informed the Commission that the run will be held downtown Saturday, April 12, at 9:00 a.m. For more information visit www.corporatecup.net.

Redstick International Animation Festival – The Commission viewed, via Power Point, the poster for the event. Ms. Areng informed the Commission that the festival is scheduled for April 16 – 19, at the LASM, Shaw Center and Old State Capitol.

Great American Clean Up – The Commission viewed, via Power Point, the Keep Baton Rouge Beautiful logo. Mr. George Strain encouraged everyone to attend the downtown clean up on Saturday, April 19 at 8:00 a.m. For more information visit www.kbrb.org

Earth Day – The Commission viewed, via Power Point, the Earth Day logo. Mr. Rhorer informed the Commission that the event is scheduled for Sunday, April 20 in the River Center Plaza area and North Blvd. near the Old State Capitol.

Baton Rouge Blues Festival – The Commission viewed, via Power Point, Baton Rouge Blues Festival logo. Mr. Johnny Palazzotto informed the Commission that the festival is scheduled on Saturday, April 26 at the Repentance Park located between the River Center and the Old State Capitol. Baton Rouge Blues week is scheduled for April 14 – 27 in various venues throughout the city. Mr. Palazzotto thanked everyone involved in the event.

One Baton Rouge – The Commission viewed, via Power Point, One Baton Rouge logo. Mr. Rhorer encouraged everyone to attend the event on the Riverfront on Saturday, April 26 at 9:00 a.m.

Seize the Day – The Commission viewed, via Power Point, the Seize the Day logo. Mr. Rhorer encouraged everyone to attend the 4th annual 5k walk on Saturday, April 26 at 8:00 a.m. The race begins at the Governor's Mansion.

Fest for All – The event is scheduled for May 3 & 4 along Lafayette Street, Lafayette Park and Old State Capitol.

A Light on the Levee – The Commission viewed, via Power Point, the flyer for the event. Mr. Dave Briggs informed the Commission that the Shaw Center for the Arts will be having their first fundraising gala on Thursday, May 29 at 7:00 p.m. The gala will benefit Shaw Center for the Arts, the LSU Museum of Art and Manship Theatre and will showcase our fabulous arts facility. Mr. Briggs introduced Ms. Terry Serio, director of development for the Manship Theatre. Mr. Briggs encouraged everyone to attend the Second Saturday event, Saturday April 12 from 10:00 a.m. – 2:00 p.m.

7. Ongoing – Plan Baton Rouge / Center for Planning Excellence – The Commission viewed, via Power Point, the C-PEX logo. Ms. Rachel DiResto informed the Commission that Plan Baton Rouge will be celebrating their 10th anniversary in July 2008. Mr. Mark Goodson informed the Commission that Old South Baton Rouge (OSBR) is launching a grant program for property owners and businesses to improve the facades in OSBR. The grants will be up to \$5,000 for one-story building and \$7,500 for two-story buildings, with the property owner or business contributing equal amounts to receive a grant.

BREADA – The Commission viewed, via Power Point, photographs of the market. Mr. Derek Fitch informed the Commission of the following events:

April - 2nd Round Cast Iron Chef
April 26 – Strawberry Jam

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

9. **Subcommittee Update** – No information to report.

10. **New Business** – Mr. Cohoon encouraged everyone to download the video of the downtown events on the DDD web site.

Meeting adjourned.