

DDD Commission Meeting  
April 8, 2014, 8:00 a.m.  
North Blvd. Town Square, 222 North Blvd.

Attending: Norman Chenevert, Fran Gladden, Ric Kearny

Absent: Derrell Cohoon, Chris Nichols

**Others in Attendance:** Laura Acord, Tom Adamek, Rachel Alexander, Gary Anderson, Paul Arrigo, Tara Aucoin, Jo Landry Bagwell, Joy Banks, Alicia Baron, Kathryn Belanger, Cory Belder, Anna Beller, Carolyn Bennett, Charles Bennett, Frances Bennett, Tom Bergman, Gary Black, Virginia Black, Suzanne Blanchard, Ben Blackwell, Shannon Blakeman, Julie Bondy, Chuck Booksh, Timothy Boone, Jessica Boone, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Emile Breaux, Kevin Broussard, Zach Broussard, Gary Burkett, Jimmy Burland, Cpl. Kyle Callihan, Gayle Carnahan, Christy Chachere, Margaret Chappuis, Cordia Clark, Penny Clemeat, Cosimo Clements, Whitney Cooper, Zac Corbin, James Corry, Sara Courtney, Suzette Crocker, Ron Crum, Allison Crump, Lynn Daigle, Melissa Daly, Debbie Daniel, Patrick Danna, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Rachel DiResto, Fritz Embaugh, Mark Entrekin, Jon Elvert, Gwen Emick, Liz Eure, Heather Fatzinger, Randy Faucheux, Peyton Feigley, Pat Fellows, Derek Fitch, Judy Foust, Lloyd Francioni, Perry Franklin, Joey Furr, Rob Gann, Celeste Gill, Aaron Glaser, Francis Grayson, Ashanti Green, Jennifer Griffin, Hunter Hall, Jennifer Hall, Gaye Hamilton, Kim Harper, Debra Harris, Robert Hebert, Marcus Hennison, Ben Herrington, Brandi Hill, Ryan Holcomb, Courtney Hunt, Christopher Hunte, David Jacobs, Stephanie James, Stacy Jamieson, Jennifer Jenkins, Joe Jenkins, Melody Joachim, Diana Johnson, Mary Johnson, Sherry Johnson, Teresa Johnston, Nichole Kennelly, Julia Kennerly, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Laurence Lambert, Andee Lanier, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Chelsea Layne, Beverly LeBeau, Gordon LeBlanc, Mario Lozanov, Lauralyn Maranto, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Jeanne McNeil, Michael Mayer, Eunice McCarney, Murray McCullough, Al McDuff, Chris Meyers, Patrick Michaels, Alice Miller, Jason Miller, Bob Mirabito, Otha Nelson, Shawn Nolan, Amy Norval, Lucio Nunez, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Melissa Parmelee, Renee Payton, Lluvia Peveto, Andy Pine, Eric Poche, Zoran Pranjic, John Price, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Trula Remson, Davis Rhorer, Darlene Rowland, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, , Shay Schillilng, Darlene Shingleur, Sidni Lloyd Shorter, John Smith, Karen Stagg, Jan Sumrall, Karla Swacker, Cherry Talbert, Casey Tate, Collis Temple, Jeremy Theriot, Patrick Terito, Michael Trufant, Briana Vaughn, Clark Vega, Gabe Vicknair, Zeff von Kurnatowski, Rossie Washington, Jr., Cpl. Mark Weber, Pam Welsh, Sheree Westerhaus, Brady Whitton, Neill Wright, Renita Young

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Motion to approve agenda was deferred until the May 13, 2014 due to lack of quorum.
4. Motion to approve March 11, 2014 minutes was deferred until the May 13, 2014 meeting due to lack of quorum.

Pastor Brady Whitton shared a few words of wisdom.

Mr. Rhorer informed everyone that April 2014 marks the two year anniversary of the North Blvd. Town Square with approximately 230 events held at the site. DDD will be meeting with DOTD the first week in May to finalize the construction documents for Phase II of North Blvd Town Square which includes improvements to North Blvd. Marking has begun for the two waying of St. Louis and St. Ferdinand Streets with implementation underway within the next two weeks.

**5. Board Action – There was no board action.**

**6a. Governmental Issues – There was no information.**

**6b. Development Initiatives – CATS Rollout** – The Commission viewed, via PowerPoint, a photograph of transit shelter. Each Commission received a copy of the routes and newspaper articles. Mr. Bob Mirabito, CEO, informed the Commission that he is pleased with the changes and excited about the future changes. Since the commencement of the new service there have been 54,000 riders of those 27,000 have traveled to and from downtown. Mr. Mirabito expressed that CATS is looking forward to providing a better transit system.

**Raising Cane's** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commission received a copy of the newspaper article. Mr. Zac Corbin, marketing advisor, informed the Commission that Raising Cane's is excited to be downtown and the opening will bring an additional 30 – 40 jobs. The restaurant is scheduled to be open by the end of summer 2014. Mr. Rhorer informed the Commission that Raising Canes building is a recipient of the state historic tax credits as well as several other downtown projects.

**Skating / Biking Ordinance** – The Commission viewed, via PowerPoint, a photograph of the scratched benches. Each Commission received a copy of the ordinance and newspaper article. Mr. Rhorer briefed the Commission on the proposed amendments to the existing ordinance. The amendments will include park structures and the name of Town Square.

**City Hall Plaza** – The Commission viewed, via PowerPoint, an image of the proposed improvements. Mr. Rhorer briefed the Commission on the improvements to City Hall and informed the Commission that the City Parish design selection board has chosen Reed Hilderbrand as the design consultants for City Hall Plaza. The city is in the process of finalizing the contract and the project is expected to be under construction by the end of 2014.

**315 North Blvd.** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commission received a copy of the newspaper article. Mr. Rhorer informed the Commission that a restaurant / oyster bar will be opening at 315 North Blvd. There will be more information at a later board meeting. The upcoming opening of the restaurant fills the entire block of North Blvd. The Downtown Development District (DDD) will be planning a walking tour of developments in June.

**Underpass Parking / KLB Leaders Against Litter** – The Commission viewed, via PowerPoint, a rendering of proposed improvements. Mr. Rhorer informed the Commission that the DDD has identified approximately 500 parking spaces under I-10 and I-110 Interstate system.

DPW is currently working on the striping between Florida and Laurel St. DDD has supplied art work for the signage to Traffic Engineering and is obtaining estimates on the lighting.

**KLB Leaders Against Litter** – Each Commission received a copy of the press release. Ms. Gwen Emick briefed the Commission on the KLB Leaders Against Litter event scheduled for Friday, April 11, 2014. Baton Rouge local leaders will participate in the clean up under I-110 beginning at North Blvd spanning towards Spanish Town area. Everyone was encouraged to attend the event.

**State Roadway Transfer** – The Commission viewed, via PowerPoint, images of current and proposed roadway configurations. Mr. Rhorer informed the Commission that Mr. Mike Bruce, Stantec Engineers, has been working with the Mayor's office on the transfer of River Road from State property to EBR Parish property. The city is working on alternate transportation options for River Rd. that include a bicycle / pedestrian path connecting to IBM.

**NuVieux Hospitality Announcements** – The Commission viewed, via PowerPoint, an image of Roly Poly logo. Each Commission received a copy of the newspaper article. Mr. Carnahan informed the Commission that NuVieux is the operator and manager of Hotel Indigo, Lyceum Ballroom, Plaza and Kress Building. Mr. Carnahan informed the Commission that Roly Poly will be opening a second location in the Plaza building at 327 North Blvd. Ms. Tara Aucoin expressed her excitement to be locating downtown and is expected to be open by the end of June 2014. The restaurant will make deliveries and will be open Monday through Friday, 10:00 a.m. – 4:00 p.m. Mr. Carnahan also informed the Commission that he will make an announcement for a retail tenant in the Kress Building at the next board meeting.

**American Heart Association Walking Paths** – The Commission viewed, via PowerPoint, an image of the walking map. Each Commission received a copy of the walking routes. Mr. Rhorer informed the Commission that DDD has been working with the American Heart Association to map out four walking routes downtown. Signage is currently being designed and will be installed within the next few months.

**Downtown Greenway Update** – The Commission viewed, via PowerPoint, an image of the proposed renderings. Mr. Rhorer informed the Commission that the Metropolitan Council approved the agreement with BREC. Design Workshop has been selected to design the Phase I of the greenway.

**River Road / Riverfront Access Improvements** – The Commission viewed, via PowerPoint, an image of the proposed renderings. Mr. Rhorer informed the Commission that construction will begin in the next few weeks to construct the 50' wide pedestrian access. Phase II of Repentance Park will link LASM to the other civic and cultural attractions. The project is expected to go out to bid within a few months.

**North Blvd. Town Square Update** – The Commission viewed, via PowerPoint, a photograph of the transit screen and map. Rhorer informed the Commission that the transit map has been updated with the new CATS routes.

**New Business – Jeffrey Carbo Landscape Architects** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Shannon Blackman informed the Commission that the firm has located their offices at 200 Government St. Mr. Blackman expressed his excitement to be part of the development downtown. **Fresh Junkie** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Mr. Pat Fellows informed the Commission that the goal is to open the second location of Fresh Junkie by April 27 for the Earth Day celebration. Mr. Fellows plans to utilize North Blvd. Town Square for workout classes and healthy events. **Ruffino’s Catering** – The Commission viewed, via PowerPoint, an image of the logo. Chef Peter Sclafani informed the Commission that Ruffino’s is has opened a catering operation on the 2<sup>nd</sup> floor of De La Ronde Hall at 320 Third Street and moved their corporate offices downtown.

**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.

- Zumba in the Lawn Tuesday’s / Thursday’s
- Gumbo at St. James – April 11
- Live After Five Line Up – April 11, 18, 25, May 2, 9, 16, 22
- Blues Festival – April 12
- Sunday in the Park – April 13, 27, May 4, 11, 18
- Cambodia Craft Sale – April 13
- Color Run / Geaux Health & Fitness – April 19
- Providence Corporate Cup Run – April 26
- Earth Day / Mayor’s Annual Family Bike Day – April 27
- MPAC – May 1
- Happy’s 5000 / Red Stick Scholarship 5K / Seer Sucker & Linen Social – May 3
- Global Community Day – May 4
- Relay for Life / March for Babies / Baton Rouge Greek Festival – May 10
- Foundation for Historical Louisiana/Old Governor’s Mansion
- Manship Theatre Events / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events / BRSO
- LASM
- USS Kidd

**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.

**8. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the logo. Mrs. Rachel DiResto informed the Commission that April is bike month and encouraged everyone to ride their bike to the upcoming festivals.

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland informed the Commission that the Red Stick Mobile Farmers’ Market will reopen Wednesday, April 16, 2014

**Downtown Business Association (DBA)** – Mrs. Alicia Baron, DBA, briefed everyone on the following events:

- Live After Five continues Friday, April 11, 2014 and ends Thursday, May 22, 2014.
- May 3, 2014 – Run for the Roses Derby Party – Belle of Baton Rouge
- May 19, 2014 – Lunch & Learn – Hurricane Preparedness for Your Business
- June 5, 2014 – Happy Hour at Huey’s
- July 10, 2014 – Poolside at the Hilton

For more information on Downtown Business Association visit [downtownbr.org](http://downtownbr.org)

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

9. **Public Comment** – Mr. Jeff Roedel, editor of 225 Magazine, announced that 225 and In Register are bringing an exciting event downtown and introduced Ms. Jeanne McNeil. Ms. McNeil briefed the Commission on the event, MPAC, scheduled for Thursday, May 1 at 7:00 p.m. Music, People, Art and Community will be held at the Shaw center for the Arts and will include music, food and much more. Everyone was encouraged to visit the web page at [www.mpacbr.com](http://www.mpacbr.com) for more information or to purchase tickets.

Ms. Carolyn Bennett, Foundation for Historical Louisiana (FHL), introduced Ms. Nicole Kennelly, director of preservation field services. Ms. Kennelly is the individual responsible for validating historic tax credits. Ms. Kennelly expressed her excitement to be working with the Foundation for Historical Louisiana and encouraged anyone interested in more information about the tax credits to please contact her. Ms. Bennett encouraged everyone to attend the Lunch & Learn event today at 12noon at the Old Governor’s Mansion.

Mr. Collis Temple commended Mr. Davis Rhorer and the Downtown Development District (DDD) for expanding the boundaries of the DDD. Mr. Temple also recommends that the city consider Friday’s bike to work day.

**Meeting adjourned at 9:00am.**