

DDD Commission Meeting
April 12, 2011, 8:00 a.m.
Studio 7 at Hollywood Casino, 1717 River Road North

Attending: Cheri Ausberry, Norman Chenevert, Fran Gladden,
Danny Montelaro

Absent: Derrell Cohoon , Chris Nichols, Van Mayhall

Others in Attendance: Copper Alvarez, James Andermann, Chris Andrews, Heather Andricain, Paul Arrigo, Jo Landry-Bagwell, Jose Barro, Jay Basist, Jeffrey Beck, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Denver Benton, Gary Black, Virginia Black, Rebecca Bonnet, Kevin Broussard, Mike Bruce, Leila Brumberg, Eddie Budd, Erin Bush, Chad Calder, Patricia Calfee, Wanda Calkins, Gayle Carnahan, Eric Carnegie, John Chaszar, Renee Chatelain, Cosima Clements, Erin Cocharn, Tim Cockerham, Ryan Cooney, Carol Cranshaw, Sandra Daire, Scott D'Agostino, Melissa Daly, Angela DeGravelles, Brian Dixon, Maggie Drake, Patricia Duncan, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Fritz Embaugh, 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, Mark Goodson, Derek Gordon, Ted Griggs, John Grove, Becky Gustafson, Rachel Hanley, Maureen Harbourt, Katie Harvey, Katherine Herald, Bea Heroman, Jake Holinga, Nicole Huffstetier, Ed Jenkins, Lowell Johnson, Sadie Roberts Joseph, John Kaufman, Bridget Kerley, Ashley LaBorde, Phillip LaFargue, Debbie Lapeyrouse, Beverly LeBeau, Rose Marie Leleaux, Jin Lee, Susana Lee, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Chris Maggie, Stephanie Manson, Fr. Pat Mascarella, Nicole Merritt, Jeff Michie, Jason Miller, Karen Moreau, Robyn Morrison, Brent Nettles, Vertina Overton, Johnny Palazzotto, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Michael Platte, Eric Poche, Mike Prejean, Taylor Rainey, Tina Rance, Margaret Read, Leif Remo, Daniel Rhodes, Davis Rhorer, Frank Rideaux, III, Jenny Ridge, William Roberts, Erin Rolfs, Darlene Rowland, Robyn Ryan, Kerry Ruiz, Samuel Sanders, 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, Elizabeth Thomas, Scott Varnedoe ,Clark Vega, Kathy Victorian, Teresa Vidrine, Jennifer Ward, Chan Willis

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Mr. Norman Chenevert moved to approve the agenda, Ms. Fran Gladden seconded and the agenda was approved.
4. Ms. Fran Gladden moved to approve the March 10, 2011 minutes, Mr. Danny Montelaro seconded and the minutes were approved.
5. **Board Action – There was no board action.**

Ms. Cheri Ausberry thanked Mr. John Chaszar, general manager for Hollywood Casino, for hosting the Commission meeting. Ms. Fran Gladden welcomed Ms. Nicole Merritt, visiting Baton Rouge from Cox Communications corporate office in Atlanta.

6a. **Governmental Issues – Louisiana State Historic Tax Credits** – The Commission viewed, via PowerPoint, an image of the state capitol and the legislation. Each Commissioner received a copy of the informational sheet. Mr. Jacob Holinga informed the Commission that the DDD continues to participate in conference calls with other state DDD entities to obtain support from the legislators to extend the tax credit to 2015. Mr. Rhorer expressed that the consortium is very broad and this issue is a very important

economic piece for downtown development. The DDD will be contacting Representative Pat Smith and Senator Yvonne Dorsey to obtain their support for the legislation.

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

The Commission viewed, via PowerPoint, images of construction progress and a pedestrian circulation map. Mr. James Andermann informed the Commission that the DDD continues to attend weekly meetings with the joint venture team and Arrighi Contractors.

Repentance Park – The Commission viewed, via PowerPoint, images of proposed renderings. Mr. James Andermann informed the Commission that Reed Hilderbrand presented a preferred design concept at the Friday, April 1 meeting with the Design Review Committee. The preferred design concept highlights the importance of connectivity to the River Center and Galvez plaza. To achieve this connection the DDD and Design consultants are currently reviewing the possibilities of redesigning St. Phillip Street.

The Prince Apartments – The Commission viewed, via Power Point, images of the exterior and interior of the complex. Mr. Rhorer announced that the recently restored Prince apartments on North Blvd. are now fully leased.

Hampton Inn Development – The Commission viewed, via Power Point, an aerial image indicating the proposed hotel location. 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 Wednesday, April 13 for final approval for Tax Increment Financing consideration of the property. The goal for downtown is to have 1000 hotel rooms within walking distance of the River Center.

River Center Library – The Commission viewed, via PowerPoint, photographs of the library. Each Commissioner received a copy of the newspaper article. Mr. Rhorer announced that the Request for Qualifications proposals for the downtown library are due Thursday, April 14th, 2011. Following the receipt of the proposals, the city parish will begin the month long architectural selection process.

LASM Train – The Commission viewed, via PowerPoint, a photograph of the train. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the engine of the train was removed from LASM to be relocated at the Tioga Heritage Park and Museum in Rapides Parish. The space will be utilized to create safe pedestrian access to the west side of River Road from the intersection of North Blvd. to Florida Street. This is in conjunction with an existing City Parish improvement project at Florida Street and the levee to provide linkage to the Mississippi River. The city is currently waiting for approval from the Canadian National Railroad to proceed with the project. Once approval is received the DDD will issue an RFQ to hire a design consultant for this project.

302 Third Street Renovation's – The Commission viewed, via Power Point, a photograph of interior of the building. Each Commissioner received a copy of the newspaper article. Mr. Jacob Holinga informed the Commission that the tenants of 302 Third Street have begun working on the build out of the space that will include a large sports bar, band stand on the first floor and VIP / Ultra lounge area on the second floor with an observation deck on the roof top. Currently the establishment will be open Monday–Saturday serving lunch and dinner and after 10pm the Sports Bar will transform into a night club

Mentorship Academy – The Commission viewed, via Power Point, images of students and the building. Each Commissioner received a copy of the newspaper article. Mr. Brian Dixon informed the Commission that the public charter school is currently taking applications for 9th and 10th grades for the 2011 – 2012 school year, expanding their enrollment to 500 students. Charter Schools Development Corporation purchased the building (former Regions Bank building) from Dean Properties. The purchase of the

building offers the opportunity to expand the classrooms and to incorporate a school based enterprise such as a sidewalk café or convenience store. Updates to the building are currently underway. Mr. Dixon encouraged everyone to participate in the online survey of what type of businesses is needed downtown, the survey can be accessed at mentorshipstore.com

River Park Development update – The Commission viewed, via Power Point, images of the ribbon cutting ceremony and aerial views of the underpass. Each Commissioner received a copy of the newspaper articles. Mr. Davis Rhorer informed the Commission that the ribbon cutting ceremony for the completion of the underpass was held on Friday, March 18 at 11:00 a.m.

Belle Promenade – The Commission viewed, via Power Point, images of the casino promenade. Mr. Jeff Miche, Belle of Baton Rouge general manager, informed the Commission that the Belle of Baton Rouge owners will spend approximately \$7 million in renovating the property. The majority of the renovations will focus on enclosing the promenade and installing heating and air. Other renovations to the casino include new carpeting, update restrooms, lighting and new slot machines.

New Downtown Business – Stroube’s – The Commission viewed, via Power Point, an image of the Stroube’s logo. Each Commissioner received a copy of the newspaper article. Mr. John Schneider informed the Commission that Vision City is now involved with the management of Stroube’s. Mr. Eric Carnegie, General Manager, informed the Commission that management team has evaluated the menu to focus on steak and seafood to better serve the market demand. Mr. Scott Varnedoe, executive chef, briefed the Commission on the new menu items and encouraged everyone to visit the restaurant and experience upscale down south dining. Stroube’s serves lunch Wednesday through Friday and dinner Monday through Saturday.

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.

- Walk A Mile in Her Shoes – April 16
- Earth Day – April 17th
- Easter Brunch – Hilton – April 24
- Two Perfect Voices –One Perfect Night – April 28
- Art Walk – April 30
- Fest-for-All – April 30 – May 1
- PreserveGreen – Lectures / Workshops
- Mother’s Day Stroll / Beating the Odds!/ B.R. Blues Festival – May 7
- McMains Children’s Development Center 5K Run Walk & Stroll – May 7
- Mother’s Day Brunch – May 8
- LSU Museum of Art
- LASM
- Live After Five
- Sunday in the Park
- Manship Theatre Events
- River Center Events

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, photographs of the previous meeting and an aerial view indicating proposed expansions. Each Commissioner received a copy of the newspaper article. Ms. Cheri Ausberry informed the Commission that the committee met last month and came up with guidelines to proceed forward. The DDD will be researching demographics and

census data to determine how it would best benefit the areas being considered. The committee will schedule a meeting within the next two months.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Ms. Elizabeth Thomas informed the Commission that CPEX has been working with the B. R. Youth coalition and created a downtown community garden located at 850 North Street.

Ms. Jennifer Stenhouse informed the Commission of the following:

- April 21, 5pm – Red Stick Green Drinks – Topic: Recycling, Art Carts and Grocery Bags, 2nd floor gallery, Manship Theatre, 5:30p.m. Tammy Cheatham of the Baton Rouge Recycling Foundation will speak on the truths and myths around recycling in Baton Rouge. Following Green Drinks a screening of BagIt! will play at 7pm in the Manship Theatre. For more information visit www.cpex.org
- August 17 – 19 Smart Growth Summit – Sponsorships are available and for more information visit summit.cpex.org.

Ms. Thomas thanked the Downtown Business Association for hosting the opening reception for the 2010 Smart Growth Summit.

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

- April 16 – Annual Strawberry Jam - *Fresh from the Market* cooking show will feature strawberry recipes.
- April 22 – Good Friday - Easter Egg Hunt – Market Hours 9am – 12noon

8. Correspondence – There was no information.

9. Public Comment

Mr. Mark Goodson, East Baton Rouge Redevelopment Authority announced that the EBR Community Development entity board of directors voted to commit \$17 million in new markets allocation to the Hampton Inn and Suites project. They are currently working with the developers to secure the remaining financial package. Mr. Goodson expressed the importance of the approval of the TIF district for the financing of the project.

Ms. Renee Chatelain, Manship Theatre, introduced Ms. Rachael Hanley, marketing assistant for Manship Theatre. Ms. Chatelain encouraged everyone to attend the Second City Company scheduled for May 6 & 7. Discounts are available for groups of 10 or more.

Jenny Ridge, Mental Health Association for Greater Baton Rouge, encouraged everyone to attend the fundraiser “Beat the Odds Casino Night & Silent Auction” scheduled for Saturday May 7, 7:00 p.m. at the Capitol Park Welcome Center. All proceeds will go to support individuals with mental illness or substance addictions in the community. For more information visit www.mhagbr.org

DDD Commission Mtg.
April 12, 2011
Pg. 5

Mr. Derek Gordon made the following announcements:

- May 8 – Sunday in the Park – Mother’s Day – Marcia Ball
- April 20 – May 1– Fest For All
- April 28 – May 1 – Debbie Allen – All the Right Moves
- May 5 – Final River Center Jazz Masters – Featuring Eliane Elias

Chan Willis informed the Commission that his family owned the previous Liggett’s drugstore that was located at the corner Third and Florida Street. Mr. Willis expressed his appreciation to everyone that has been involved in the development of downtown.

Lorraine Slade, Vision City Development, invited everyone to attend the Ribbon Cutting Ceremony for Hotel Indigo, April 13, 11:00 a.m. Ms. Slade also encouraged everyone to attend the fundraiser gala in conjunction with LSU Museum of Art and Manship Theatre scheduled for Wednesday, May 11, 2011. Hotel Indigo will be auctioning rooms and proceeds will benefit the LSU Museum of Art and Shaw Center.

Meeting adjourned