

DDD Commission Meeting  
May 13, 2008, 8:00 a.m.  
LASM, 100 River Rd.

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

Others in Attendance: Rev. Chris Andrews, Copper Alvarez, Stephen Arceneaux, Renee Areng, Paul Arrigo, Heath Aucoin, Debbie Ashe, Jo Landry Bagewell, Brad Bates, Charles Bennett, Frances Bennett, Susannah Bing, Gary Black, Steve Boudreaux, Greg Brandao, Dave Briggs, Carrie Broussard, Dana Brown, Mike Bruce, Rex Cabaniss, Chad Calder, Gayle Carnahan, Matthew Carrier, Nancy Carter, Ashley Casey, Lindsey Cavalier, Pete Clements, Charles Coates, Tim Cockerham, Jody P. Coco, Todd Cooper, Chad Danos, Pete Darling, Matt Dawson, John Denman, Rachel DiResto, Mark Drennen, Lacey Dupre, Kendrick Ebanks, Kirk Edwards, Bridger Eglin, Madeline Ellis, Eric Engeman, Tress Fereday, Derek Fitch, Carley Fleming, Jeff Fluhr, Joey Furr, Mike Futrell, Carol Gikas, Debbie Gill, Brian Goad, Trey Godfrey, Krista Goodin, Mark Goodson, Derek Gordon, Francis Grayson, Jill Green, Gwen Hamilton, John O. Hearin, Scott Higgins, Kim Hodgeson, Ryan Holcomb, Tom Holden, David Jacobs, Staci Jamieson, Ingrid Payne Johnson, Ernest Junius, Jason Keller, Stafford Kendall, Eddie King, Adam Knapp, Joe Labbe, Dana LaFonta, Michael Lang, Debbie Lapeyrouse, Gordon LeBlanc, Justin Lemoine, Eric Lewis, Tom Livesay, Paul Lockett, Sam Losavio, Steven Lumpkin, Katie Maloney, Nikki Essix Manuel, Jill Martinez, Laure Mary, Richard Mary, Katherine Mason, Dee Mather, Danny McGlynn, Carrie Miller, Debbie Mire, Al McDuff, Jeremy Meighan, Camm Morton, Penny Murray, Richard Neal, Dyke Nelson, Lisa Nice, Mike Odom, Janie Oldfield, Mary Olinde, Theresa Overby, Betsy Paille, Bill Palmer, Greg Palmer, Lisa Perron, Bill Phillips, Skipper Post, Tina Rance, Davis Rhorer, Erin Rolf, Kerry Ruiz, Kristen Sanders, Samuel Sanders, John Schneider, Katherine Scherer, Larry Sciacchetano, Joe Sciortino, Larry Selders, Lonnie Seals, Terry Serio, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, John Snow, Mike Songy, John Spain, Kathleen Spencer, Bill Stark, John Stewart, Jerry Stovall, George Strain, Kristin Stutes, Jeremy Tennant, Ted Terrell, Boo Thomas, Clark Vega, Randy Verdin, Jack Warner, Jermaine Watson, Brad Way, Tara Wicker, Olivia Watkins, Matt Wilks, Bubba Willis, Michael Wilson, Kate Wilson, Beau Wolfe, Erin Wood

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.
3. Mr. Godfrey moved to approve the agenda, Mr. Mayhall seconded and the agenda was approved as amended.
4. Mr. Chenevert moved to approve the April 8, 2008 minutes, Ms. Nichols seconded and the minutes were approved.

Mr. Rhorer thanked Carol Gikas, LASM, for hosting the Commission meeting.

## **5. Board Action**

### **6a. Governmental Issues**

**6b. Development Initiatives – Proposed Riverfront Mixed-Use Development** – The Commission viewed, via power point, photographs of the proposed renderings. Mayor Holden thanked the Downtown Development District for the number of initiatives in the downtown area. Mayor Holden announced that he is pleased to join with Mr. Pete Clements and announce the River Park Development. Mr. Pete Clements, developer, informed the Commission that he is proposing to build a mixed-use development on 36 acres north of Hollywood Casino Baton Rouge. The development will take between 10 – 15 years to develop and will add ten to twelve city blocks to downtown; create 200 – 300 construction jobs a year during the build out. The development will include the following:

- 280-room flag hotel
- 220 residential suite hotel
- 800 – 1,200 condominium units
- 250,000 sq. ft. retail space
- 640,000 sq. ft. office space
- 6,000 parking spaces
- 600 seat amphitheater

Plans also include an underpass under the railroad tracks.

The Development Teams includes Tom Holden Associates as Architects, Joseph Furr Design Studio as the Landscape Architects, ABMB Engineers, Mark Drennen's Cornerstone Government Affairs as a consultant and Design 9 of St. Louis as railroad engineers. Joey Furr briefed the Commission on the proposed layout and connectivity of the project and expressed his excitement to be a part of the project. Mr. Holden briefed the Commission on the architectural design of the project. Mr. Rhorer thanked Mr. Clements for his commitment to downtown and looks forward to working with him on this project.

**Baton Rouge Chamber** – The Commission viewed, via power point, a photograph of Adam Knapp and the Chamber’s logo. Mr. Adam Knapp, President and CEO, expressed his excitement to be downtown and part of the growth. Mr. Knapp briefed the Commission on the Chamber’s vision for the Baton Rouge Metropolitan Area.

**Kress Welsh – Levy Residential** – The Commission viewed, via power point, photographs of the proposed renderings. Each Commissioner received a copy of the newspaper article. Mr. John Schneider informed the Commission that tours of the building are available upon request. The mixed use development will consist of 20,000 sq. ft. retail space, 15,000 sq. ft. of offices and 30,000 sq. ft. of residential which include: 16 residential units for lease and 3 condominiums for sale. The residential units are scheduled to be complete by September 2008. Mr. Godfrey expressed how pleased he is to be in partnership with Mr. Schneider and to be a part of the development downtown.

**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 Request For Qualifications for Plan Baton Rouge Phase Two. Mr. Cohoon informed the Commission that as a result of the recent Arts & Entertainment District meeting, three committees have been formed and charged with specific duties. The committee will reconvene on May 20, 2008. The following issues were addressed at the meeting:

- The Downtown Business Association will be working on developing a partnership with the City Police.
- Convention & Visitor’s Bureau will be working on an events calendar
- Working with the state in developing the storefront space on Third Street garage to house the downtown police officers and an art gallery.
- Revise the boundaries of the Arts & Entertainment District to include the LASM and the levee.
- The Request For Qualifications to hire a planning consultant to create an economic incentive package for the Arts and Entertainment District has been included in the Plan Baton Rouge Master Plan Phase II.

**Plan Baton Rouge Master Plan Phase II** – The Commission viewed, via power point, photographs of downtown projects. Each Commissioner received a copy of the Request For Qualifications (RFQ). Mr. Rhorer informed the Commission that The Center for Planning Excellence has submitted the RFQ for the Plan Baton Rouge Master Plan Phase II. Mr. Rhorer reviewed the components of the RFQ. The State of Louisiana, the City of Baton Rouge, and Fannie Mae are the major funding partners with other funding contributed by the Downtown Business Association, Baton Rouge Area Foundation, Downtown Development District and the Baton Rouge Area Convention & Visitors Bureau. Mayor Holden will serve as Co-chair of this new project.

**North Boulevard Town Square/Riverfront Master Plan** – The Commission viewed, via power point, a map indicating the location of proposed North Blvd. Town Square. Mr. Fluhr informed the Commission that the Downtown Development District is in final contract negotiations with Brown/Danos and Joey Furr Design Studio.

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The first of two public meetings will be scheduled later this year, the design team will present design concepts to the community followed by the second public meeting for presentation of the final design. The process is scheduled to be completed in eight to ten months.

**Downtown Visitors Amenity Plan** – The Commission viewed, via power point, a photograph of the neighborhood street name signs. Each Commissioner received a copy of the newspaper article. Mr. Fluhr informed the Commission that the Mayor’s recently approved budget supplement includes the downtown street signs. City-Parish Traffic Engineering will create the signs and begin to install the signs within the year. Discussion ensued.

**Green Light Plan** – The Commission viewed, via power point, a photograph of the new street lights. Mr. Michael Songy, informed the Commission that Ernest P. Breaux Electrical Inc. will be installing the downtown signals and light standards. The cost of the project is \$9.8 million with construction to be completed in approximately one year. Funding has also been secured to implement concrete pavers at crosswalks.

**Bike Path Funding** – The Commission viewed, via power point, a photograph of the existing bike path and proposed extension of bike path. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer thanked the Mayor and Senator Landrieu for securing the funds to extend the bike path from River Road. to BREC’s Farr Park.

**Mayor’s Luncheon rescheduled for June 19<sup>th</sup>** - Mr. Rhorer informed the Commission that the Mayor’s luncheon in celebration of the Downtown Development District’s 20<sup>th</sup> year of service, has been moved to June 19, 2008.

**DDD Marketing** - The Commission viewed, via power point, a photograph of the DDD logo. Mr. Fluhr informed the Commission that the DDD has hired Covalent Logic to update the DDD’s marketing materials.

**Events – Live After Five** - The Commission viewed, via Power Point, the schedule and logo for the Live After Five concerts and the spring schedule. Mr. Rhorer informed the Commission that the final spring concert will be Friday, May 16.

**Happy’s Running Club** - The Commission viewed, via Power Point, the logo and photographs of previous runs. Mr. Scott Higgins informed the Commission that a running club has been established and meets every Tuesday at 6:00 p.m. at Happy's Irish Pub on 3rd Street. The runs rotate between four routes in order to keep things fresh.

**Raising Cane’s Omnium** – The Commission viewed, via power point, the Raising Cane’s logo. Mr. Rhorer informed the Commission that Raising Canes’ is hosting the event on May 18 at 8:00 a.m. The event will begin at the State Capitol.

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**Light Up the Levee** – The Commission viewed, via power point, the event logo. Each Commissioner received a copy of the press release. Mr. Rhorer informed the Commission that candlelight memorial in honor of all those affected by the AIDS pandemic is scheduled for Sunday, May 18 at 6:30 p.m. on the Riverfront levee.

**F.R.O.G.** – Each Commissioner received a copy of the flyer. Mr. Rhorer informed the Commission that First Baptist Church is hosting a car, truck and motorcycle show on Saturday, May 24 from 9:00 a.m. – 4:00 a.m.

**A Light on the Levee** – The Commission viewed, via Power Point, the flyer for the event. Each Commissioner received a copy the press release. 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.

**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 10<sup>th</sup> anniversary in July 2008.

**BREADA** – The Commission viewed, via Power Point, photographs of the market. Ms. Copper Alvarez introduced BREADA's newest employees Ms. Lacey Dupre and Lisa Perron. Mr. Derek Fitch informed the Commission of the following events:

May 31 – Butterfly Extravaganza  
June 7 – One Book One Community

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

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

10. **New Business** – No information to report.

**Meeting adjourned.**