

DDD Commission Meeting  
August 9, 2011, 8:00 a.m.  
LSU Museum of Art, Turner Gallery, 100 Lafayette St., 3<sup>rd</sup> Floor

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon, Fran Gladden  
Van Mayhall, Chris Nichols

Absent: Danny Montelaro

Others in Attendance: Copper Alvarez, James Andermann, Gary Anderson, Renee Areng, Paul Arrigo, Jo Landry Bagwell, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Charles Bennett, Carla Bergeron, Gary Black, Kevin Black, Valerie Black, Rebecca Bonnet, Chip Boyle, Kristin Brinson, Anne Broderick, Kevin Broussard, Mike Bruce, Erin Brush, Gary Burkett, Jimmy Burland, Chad Calder, Wanda Calkins, Gayle Carnahan, Stephanie Champagne, Renee Chatelain, Doug Cochran, Cosima Clements, Erin Cocharn, Tim Cockerham, Amber Cook, Bay Compton, Sandra Daire, Melissa Daly, Nedra Davis, Joyce Dantoni, Jeff Decoteau, Genny Denton, Rachel DiResto, Nell Dottie, Linda Drummond, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Derek Fitch, Judy Foust, Chris Gavrelis, Clark Gernon, Brian Goad, Krista Goodin, Derek Gordon, Francis Grayson, Ashanti Green, Ted Griggs, Melanie Hanley, Katie Harvey, John O. Hearin, Ben Heroman, Ben Herrington, Jake Holinga, Ryan Holcomb, Lael Holten, Nicole Huffstetier, Jared Jacob, Sadie Roberts Joseph, John Kaufman, Bridget Kerley, Jenny Kornuta, Sarah Kracke, Jackie Kreutzer, Ashley LaBorde, Leigh LaFargue, Debbie Lapeyrouse, Lori Lasseigne, Beverly LeBeau, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Julie Love, Luralyn Maranto, Fr. Pat Mascarella, Suguna Mayweather, Ian McGibboney, Jeff Michie, Jason Miller, Todd Mitchell, Karen Moreau, Robyn Morrison, Neil Nelson, Gordon Nelson, Brent Nettles, Mike Odom, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Eric Poche, Sharon Pol, Skipper Post, Mike Prejean, Taylor Rainey, Buddy Ragland, George Ragsdale, Tina Rance, Margaret Read, Bill Reich, Donna Reichman, Lief Remo, Daniel Rhodes, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Trula Remson, Darlene Rowland, Kerry Ruiz, Samuel Sanders, Larry Selders, Casey Sessums, Ann Shaneyfelt, Darlene Shingleur, Bill Smith, John Smith, Lisa Smith, Rep. Pat Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Suzie Thomas, Beth Thompson, Manuel Valencia, Derek J. Veade, Clark Vega, Gabe Vicknair, Randy Wesley, Emily Wharton, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis, Molly Woodland

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Ms. Fran Gladden moved to approve the agenda, Mr. Van Mayhall seconded and the agenda was approved.
4. Mr. Derrell Cohoon moved to approve the June 14, 2011 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

Ms. Cheri Ausberry thanked the Woman's Club for hosting the meeting. Ms. Nell Dottie briefed the Commission on the history of the Woman's Club.

Rev. Susie Thomas introduced herself and then shared a few words of wisdom.

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

**6a. Governmental Issues – Downtown Trolley** – The Commission viewed, via PowerPoint, an image of the new downtown trolley and map indicating the route. Mr. Rhorer informed the Commission that the new downtown trolleys made their debut downtown yesterday. The DDD sent correspondence to Mr. Paul Rainwater, Commissioner of Administration, requesting that he encourage the state employees to use the trolley service.

**Economic Incentives** – The Commission viewed, via PowerPoint, an image listing the available incentives. Mr. Rhorer informed the Commission that the following incentive programs are available for downtown investors and property owners.

- Gap Financing Program
- Small Business Façade Improvements Grant

The DDD will introduce a new menu of incentives at the September 2011 board meeting.

**6b. Development Initiatives – DDD Projects Update – North Boulevard Town Square (NBTS) – Area Developments** – The Commission viewed, via PowerPoint, photographs of current construction. Mr. Gabe Vicknair informed the Commission that the beacon base has been installed and encouraged everyone to visit the site to view the progress of the project.

**Hartley Vey Studio – Shaw Center for the Arts Marquee Entrance** – The Commission viewed, via PowerPoint, an image of the existing loading dock entrance to the Manship Theatre. The Board was also shown a PowerPoint slide of the newly proposed façade and entrance. Mr. Clark Gernon, Remson Haley Herpin, informed the Commission that the firm has been working with Schwartz / Silver architects to design an entrance to the studio on North Blvd. and they are currently in the design phase. Ms. Renee Chatelain expressed that this is an opportunity to connect and complement the programming in North Blvd. Town Square.

**Two-Waying St. Louis & St. Ferdinand** – The Commission viewed, via PowerPoint, an image from Plan Baton Rouge II showing the two-waying of St. Louis and St. Ferdinand Streets. Mr. Mike Bruce, ABMB Engineers, informed the Commission that the plans and permits are expected to be completed by the end of this month. Mr. Brian Goad asked if the cross walks were included in the plans. Mr. Mike Bruce responded by adding that the crosswalks are not in the current plans. Mr. Bruce offered to meet with the Beauregard Town civic association to discuss the possibilities of adding the crosswalks. The two-waying is proposed to be completed and streets open simultaneously with completion of the North Blvd. Town Square

**Mentorship Academy** – There was no information to report.

**LSU Game Day Shuttle** – The Commission viewed, via PowerPoint, a photograph of LSU Shuttle and Tiger Stadium. Mr. Rhorer informed the Commission that CATS will provide game day shuttle for the LSU home games at a cost of \$3.50 per round trip. The shuttle can be caught at the corner of Lafayette and Convention and ticket can be purchased at the Hilton and Hotel Indigo. The DDD is working with CATS on a marketing campaign for downtown restaurants and shuttle service.

**Planning Commission** – The Commission viewed, via PowerPoint, a photograph of River Park site and proposed renderings and proposed renderings of 438 Main Street proposed development.

Mr. Rhorer informed the Commission that the following items will be going before the Planning Commission on August 22, 2011.

- Site Plan for River Park
- ISPUD Development on 438 Main Street – current zoning allows 13 units and proposed project includes 22 units

The Downtown Development District has written support letters for both projects.

**First United Methodist Church Expansion** – The Commission viewed, via PowerPoint, a photograph of the newly constructed Youth building and Conference center. Mr. George Ragsdale, director of Youth Ministries, briefed the Commission on the \$6.5 million expansion that includes 19,000 sq. ft. of new construction and 15,000 sq. ft. of renovations. Mr. Ragsdale invited everyone to attend the Consecration of the Youth Building and Conference Center on Sunday, August 14, 4:00 p.m.

**LASM Planetarium Renovation** – The Commission viewed, via PowerPoint, photographs of before and current renovation images and images pertaining to the 2012 International Planetarium Society Conference. Mr. Jon Elvert, planetarium director, informed the Commission that Phase I renovations to the Planetarium have commenced and will include the following:

- Increase seating to 172
- Painting of the dome
- Installation of new carpet and safety lighting
- Install new technology

Phase II which is scheduled to begin next spring and will include the installation of 3D digital projection. The upgrades will be complete in time for the International Planetarium Society Conference that will be held at the LASM from July 22 – 26, 2012. The conference will utilize the following venues: Old State Capitol, River Center, Hotel Indigo, Shaw Center, Hilton, Belle of Baton Rouge.

**Hotel Indigo Announcement**– The Commission viewed, via PowerPoint, a photograph of the reception area of Hotel Indigo. Mr. Rhorer informed the Commission that Hotel Indigo has been named one of the 10 best hotels for superior customer service among 40 Hotel Indigo properties across the country. Mr. Bubba Willis expressed his excitement of their recent recognition and commended the hotel staff. Mr. Rhorer mentioned that the hotel now offers complimentary bicycles for use by the hotel guests.

**New Downtown Business – Reich & Associates** – The Commission viewed, via Power Point, photographs of the current exterior and interior of 301 East Blvd. Mr. Bill Reich informed the Commission that Reich and Associates has purchased the building at 301 East Blvd. and is in the process of implementing renovations. The restoration is expected to be complete within six weeks and everyone was encouraged to tour the building following the meeting.

**Go Ya Ya's Creperie** – The Commission viewed, via Power Point, a photograph of the logo. Ms. Copper Alvarez introduced Mr. Kevin Black, owner of Go Ya Ya's Creperie. Mr. Black expressed his excitement to be a part of downtown and encouraged everyone to attend the soft opening Wednesday, August 10, 2011.

**Grace Notes Music Studio** – The Commission viewed, via Power Point, a photograph of the logo. Ms. Genny Denton, owner of Grace Notes Music Studio, informed the Commission that the studio is located at 340 St. Joseph and the program has grown to offer lessons for all string instruments. Everyone was encouraged to attend the Open House to kick off fall registration on Sunday, August 14 from 12noon – 4:00 pm. Mr. Neil Nelson, co-director, expressed his excitement to be located downtown and informed the Commission that the studio now offer lessons in flute and brass instruments.

**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.

- Baton Rouge Hops Festival – August 12<sup>th</sup>
- Service of Consecration – August 14<sup>th</sup>
- Smart Growth Summit – August 17<sup>th</sup>
- Live After Five – September 9<sup>th</sup>
- River City Jazz Masters – September
- LASM
- Manship Theatre Events
- River Center Events
- USS Kidd – VE Day – August 16<sup>th</sup>
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**7. Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the PBR II cover. Mr. Rhorer informed the Commission that that the DDD will be presenting the draft strategy for the strategic plan based on recommendations in the PBR II plan. The plan will address the proposed boundary expansion, identifying projects and SSA job analysis. Mr. Rhorer commended the DDD board on their participation in this plan.

**8. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, a photograph of the CPEX logo. Mrs. Rachel Diresto encouraged everyone to attend the Annual Smart Growth Summit scheduled for Aug. 17 – 19. Mrs. Rachel Diresto briefed the Commission on the schedule for the summit.

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

- Saturday, August 13<sup>th</sup> – Cooking demo and live music
- Saturday, August 20<sup>th</sup> – Canning Competition deadline
- Saturday, August 27<sup>th</sup> – Canning winner will be announce

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

## **9. Public Comment**

Mr. Manny Valencia, founder of 300 seats, briefed the Commission on the following two events:

- Thursday, August 18, 7:30 p.m. at the City Club – # Social Revolution –  
The event will feature an Oscar-winning short film presenting an alternative view on the Arab-Israeli conflict. Farah, a local Palestinian student, will share stories about modernity and personal freedom and there will also be moderated panel discussion on the role of social and web media.
- Friday, September 16 – 18 – Pop up restaurant featuring top emerging chefs in the area. For more information and to get on the wait list visit [300seats.com](http://300seats.com)

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Ms. Sadie Roberts Joseph, director African American History Museum, briefed the Commission on the following events that will be held at the museum which is located at 538 South Blvd.

- Saturday, August 13 – Multi family back to school garage sale, with proceeds benefitting the museum. Free tour of the museum will be available.
- September 17 – Event will be announced at the September meeting
- November 11 – Veterans' Day Celebration

Ms. Cheri Ausberry recognized Representative Pat Smith. Representative Smith expressed her excitement to be a part of the development downtown.

Councilwoman Tara Wicker commended the DDD Commission for their continued support of downtown.

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