

DDD Commission Meeting  
November 13, 2014, 8:00 a.m.  
Jolie Pearl Oyster Bar, 315 North Blvd.

Attending: Derrell Cohoon, Scott N. Hensgens, Chris Nichols, Sevetri Wilson

Absent: Norman Chenevert, Fran Gladden, Ric Kearny

Others in Attendance: Rachel Alexander, Gary Anderson, Tara Aucoin, Jenny Aucoin, Charles Bennett, Frances Bennett, Tom Bergman, Greg Bivin, Gary Black, Virginia Black, Shannon Blakeman, Ben Blackwell, Timothy Boone, Jessica Boone, Stefan Boone, Benjamin Bradford, Jim Brandt, Kelli Branigan, Chelsea Brasted, Chris Brooks, Kevin Broussard, Gayle Carnahan, Rusty Clark, Kelly Connelly, Whitney Cooper, Lydia Corie, Sara Courtney, Suzette Crocker, Mary Darusau, Lauren Davis, Tom Dawson, Angela deGravelles, Genny Denton, Peter Dieterich, Terry Elmore, Heather Fatzinger, Peyton Feigley, Cassie Felder, Derek Fitch, Brian Goad, Rannah Gray, Rebecca Harris, Jason Haynes, Ben Herrington, Patrick Hodgkins, Ryan Holcomb, Courtney Hunt, David Jacobs, Melody Joachin, John Kaufman, Douglas Kennedy, Nicole Kennelly, Tara Kistler, Ashley LaBorde, Joey Lambert, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Beverly LeBeau, Justin Lemoine, Cindy Littlefield, Jason Lockhart, Sam Losavio, Ben Martinez, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Ed McConnico, Jeanne McNeil, Michael Mayer, Rev. David Melville, Chris Meyers, BJ Milatello, Andrew Moses, Melanie Motanano, Shawn Nolan, Amy Norval, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Kelli Parker, Melissa Parmelee, Renee Payton, Marsha Perkins, Lluvia Peveto, Casey Phillips, Diane Pierce, Sara Ann Pierson, Eric Poche, Tina Rance, Margaret Read, Bill Reich, Chris Reid, Eric Relle, Leif Remo, Davis Rhorer, Reed Richard, Darlene Rowland, Stephen Rust, Sam Sanders, Ray Scriber, Larry Selders, Casey Sessums, Jamie Setze, Darlene Shingleur, Lisa Smith, Karen Stagg, Ben Stalter, Jan Sumrall, Dustin Sutton, Karla Swacker, Casey Tate, Jeremy Theriot, Lakeisha Theriot, Patrick Terito, Michael Trufant, Veach Tucker, Clark Vega, Gabe Vicknair, Quinn Welsch

1. Mr. Derrell Cohoon called the meeting to order.
2. Mr. Derrell Cohoon declared a quorum.
3. Ms. Chris Nichols moved to approve the agenda, Mr. Scott Hensgens seconded and the agenda was approved.
4. Mr. Scott Hensgens moved to approve the October 14, 2014 minutes, Ms. Chris Nichols seconded and the minutes were approved.

Fr. Pat Mascarello shared a few words of wisdom. Mr. Rhorer thanked Mr. Derek Fitch, Jolie Pearl Oyster Bar, for hosting the meeting. Mr. Fitch welcomed everyone to the establishment and encouraged them to return for lunch or dinner.

**5. Board Action – 2015 Budget** – The Commission viewed, via PowerPoint, images of the proposed 2015 projects. Each Commissioner received a copy of the proposed 2015 budget and performance measures. Mr. Rhorer informed the Commission that the proposed budget for 2015 is \$641,150. DDD continues to implement the performance measures. Mr. Rhorer highlighted upcoming projects for 2015 and expressed his gratitude for the public and private sectors support of downtown. Mr. Rhorer requested the DDD Commission adopt the 2015 budget as presented. Mr. Scott Hensgens moved for discussion. Ms. Chris Nichols seconded for discussion. There was no discussion. **Ms. Chris Nichols moved to adopt the 2015 Operating Budget and performance measures as presented, Mr. Scott Hensgens seconded and the 2015 Operating Budget was unanimously adopted.**

**6a. Governmental Issues – Metro-Council Items** – The Commission viewed, via PowerPoint, a photograph of Holiday Inn Express and State Office Building. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Metropolitan Council deferred action on the TIF for the Holiday Inn Express and state office building on the corner of Third and Convention Streets. Mr. Rhorer informed the Commission that the Metropolitan Council requested that a committee be comprised to recommend short term alternate sites for the CATS transfer hub that is currently located on North Blvd. near the Old State Capitol. The recommended alternate sites are as follows: River Road across from the River Center; Convention Street between Seventh and Eighth Streets and the parking lot for the post office at 750 Florida St. Plans are to conduct a study next year to find a long-term solution.

**6b. Development Initiatives – Downtown Parking Study** – The Commission viewed, via PowerPoint, a photograph of downtown. Mr. Rhorer informed the Commission the DDD received the draft copy of the parking study and are in the process of reviewing the study and will submit comments to the consultants. Mr. Rhorer briefed the Commission on the Scope of Services for the study.

**Commerce Building** – The Commission viewed, via PowerPoint, renderings of the exterior and interior of the residential units. Mr. Rhorer informed the Commission that the dumpsters have arrived on site and construction is expected to commence by the end of November 2014.

**440 on Third Update** – The Commission viewed, via PowerPoint, a rendering of the exterior and proposed signage for Matherne’s. Mr. Rhorer informed the Commission that construction continues. Matherne’s is currently working on the signage and there will be 28 available on street parking spots for the building. The DDD is working to identify additional parking for the staff. DPW Traffic Engineering continues to stripe under the Interstate. There are funds in the 2015 budget to light under the Interstate.

**City Hall Plaza** – The Commission viewed, via PowerPoint, a photograph of the meeting and a rendering of the proposed improvements. Mr. Rhorer informed the Commission that Reed Hilderbrand conducted a design meeting last week with stakeholders. The improvements will connect Galvez Plaza and Repentance Park to produce a great green space.

**Riverfront Gateways / River Road Improvements** – The Commission viewed, via PowerPoint, photographs of the current construction on River Road and images of the improvements in front

of LASM, Repentance Park and Florida Street & River Rd. Mr. Rhorer briefed the Commission on the current improvements that have been made to the riverfront gateways and River Road:

- River Road will be a complete street when finished.
- River Road and Florida – concrete work for entrance way continues
- LASM – Improvements along the north side of plaza – breaking ground January 2015

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, a photograph of the meeting and an image of the flow chart. Mr. Gabe Vicknair informed the Commission that the maintenance committee held their first meeting and have appointed sub committees. Mr. Vicknair reviewed the flow chart that will be used when addressing issues. The next meeting is scheduled for Thursday, November 20, 2014.

**Tiger Grant – Tram Status** – The Commission viewed, via PowerPoint, an image of the proposed route and a photograph of a tram. Mr. Rhorer informed the Commission the city received \$1.9 million planning grant to plan for the tram that will connect downtown to LSU. The City will hire an engineering planning team and the planning phase will begin spring 2015 and be complete in one year.

**Downtown Greenway Update** – The Commission viewed, via PowerPoint, a photograph of the DDD staff bike ride on the greenway and photographs of improvements to Expressway Park. Ms. Whitney Cooper informed the Commission that Phase I is 90% complete and Phase II is expected to begin in approximately one week. Phase I and Phase II is expected to be complete by the end of December 2014.

**Baton Rouge Entrepreneurship Week** – The Commission viewed, via PowerPoint, an image of the logo. Ms. Rebecca Harris, Baton Rouge Area Chamber (BRAC), informed the Commission that BRAC along with several other local organizations are working together to provide programming for Baton Rouge Entrepreneurship Week (BREW) 2014 scheduled for Nov. 17 – 24, 2014. Ms. Harris briefed the Commission on the upcoming event and encouraged everyone to visit [www.celebratebrew.com](http://www.celebratebrew.com) for more information. Many of the events will be held throughout downtown. Ms. Sevetri Wilson, Solid Ground Innovations (SGI), informed the Commission that SGI will be hosting a panel discussion on “The Business of Social Innovation” Tuesday, November 18 at 10:00 a.m.

**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.

- Fair in the Square – November 14
- P.3 + BR – November 14 - 16
- My Fest / Opera Louisiane – November 15
- Mistle Toe Market – November 15 & 16
- Woman’s Half Marathon / Veterans’ Day Celebration – November 16
- Born to Run 5K – November 22
- Turkey Trot – November 27
- Festival of Lights / Reindeer Run / Rudolph Ride – December 5
- 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 CPEX logo. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Smart Growth Summit was a success and included a session on “The Downtown Code”

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland encouraged everyone to visit the Red Stick Farmers Market for their cooking needs. Chef Jimmy Le will be at the market on Saturday, November 15 at 10:00 a.m. providing the cooking demonstration.

**Downtown Business Association (DBA)** – The Commission viewed, via PowerPoint, an image of the DBA logo. Mrs. Alicia Baron briefed the Commission on the following events:

Wednesday, Nov. 19<sup>th</sup> – Lunch & Learn – Hampton Inn

Thursday, Dec. 4 – Holiday Social – Ruffino’s at De La Ronde Hall

Mrs. Baron encouraged businesses to join the DBA and informed everyone that Live After Five begins April 2015.

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

**9. Public Comment** – Ms. Rannah Gray briefed the Commission the following events:

- December 3 – Champagne Stroll
- December 31 – Red Stick Revelry

Concerned citizen informed the Commission that the temporary CATS terminal at 7<sup>th</sup> Street has no handicap ramps. Mr. Rhorer expressed that the issue will be addressed.

Mr. Casey Phillips briefed the Commission on the Prospect 3 Art Conference held November 14 – 16, 2014. Mr. Phillips encouraged everyone to support the Arts.

Ms. Olivia Olinde informed the Commission that as part of the BREW event, nationally recognized speaker Gerry O’Brion talks big marketing for ALL businesses. The session will be held Tuesday, November 18, 7:00 a.m. at L’Auberge Casino.

DDD Commission Mtg.  
November 13, 2014  
Pg. 5

Mr. Chris Brooks, manager of Lucy's, briefed the Commission on the current changes to the restaurant and encouraged everyone to visit the establishment.

Ms. Suzzette Crocker briefed the Commission on the "Nooks & Crannies of The Old State Capitol" lecture and tour scheduled for November 19 at 5:00 p.m.

**Meeting adjourned at 9:00 a.m.**