

DDD Commission Meeting  
December 8, 2009, 8:00 a.m.  
Hilton Baton Rouge Capitol Center, 201 Lafayette St., 10<sup>th</sup> floor

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

Absent: Cheri Morial Ausberry

Others in Attendance: Lt. Raymond Alexander, Raymond Allmon, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Renee Areng, Paul Arrigo, Annabelle Armstrong, Jo Landry Bagwell, Susan Bailey, Ed Batson, Mary W. Baus, Kyle Beall, Michael Beck, Danny Belanger, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Carla Bergeron, Jennifer Berniard, Ricky Besson, Gary Black, Jenny K. Branton, Brittany Bland, Mary Boston, Danny Breaux, Kayla Brewer, Jeremy Broussard, Kevin Broussard, Christina Bourg, Dana Brown, Mike Bruce, Jimmy Burland, Jason Burns, Lacy Burris, Chad Calder, Patricia Calfee, Gayle Carnahan, Nancy Carter, Ashley Casey, Trey Castleberry, Lindsey Cavalier, Jack Chapman, Linda Chauviere, Nancy Chesson, Charles Coates, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Cpl. Don Copola, Todd Cooper, Whitney Cooper, Paul Counce, Sara Courtney, Ron Crum, Sandra Daire, Melissa Daly, Pete Darling, Miriam Davey, Emmett David, Nedra Davis, Angela DeGravelles, Andi DeJohn, Rachel DiResto, Lauren Dodds, Patrick Downs, Huey Dugas, Jeff Duhe, Patricia Duncan, Katherine Dunstan, Lacey Dupre, Mary Durusau, Ryan Dwyer, Scott Dyer, Kelli Eason, Kendrick Ebanks, John Eblen, Eric Engeman, Nikki Essix, Pauline Ewing, Bart Farmer, Natalie Fielding, Derek Fitch, Carley Fleming, Jessica Foleg, Janatha Forrest, Leslie Foster, Donna Fricker, Johnathan Fricker, Steve Fuller, Gail Gaiennie, Ed Gaskin, Susan Gavrelis, Bryan Gerace, Josh Gettys, Lydia Gikas, Debbie Gill, Brian Goad, Trey Godfrey, Krista Goodin, Mark Goodson, Derek Gordon, Gary Graham, Selena Grant, Rannah Gray, Jill Green, Blaine Grimes, Becky Gustafson, Lauren Gutierrez, Rev. Howard Hall, Jennifer Hall, Jill Hancock, Tyelise Harrison, John Hart, Dawn Hebert, Michelle Hebert, Kristin Hebert, John Helm, Vida Henderson, Walker Higgins, Kim Hodgeson, Robert Hodges, Ryan Holcomb, Mayor Holden, Jake Holinga, Helen Holland, Eric Holley, Capt. Virginia Holmes, Mona Holthaus, Lael Holton, Danielle Honeycutt, John Hough, Marielle Howard, Alice Howe, Rose Hudson, Nicole Huffstetier, Joe Hynes, David Jacobs, Lt. Stephenia M. Jackson, Staci Jamieson, Ted James, Ingrid Payne Johnson, Tammy Johnston, Brian Jones, Emma James, Ernest Junius, Billy Kelley, Bridget Kerley, Patte Keogh, Kevin Kimball, Eddie King, Ashley Laborde, Leigh Lafarque, Dana LaFonta, Mark Landry, Lori Lasseigne, Debbie Lapeyrouse, Rashad Lave, Rosemary LeLeaux, Justin Lemoine, Kelly Leduff, Jin Lee, Stacey Levert, Eric Lewis, Terrence Lockett, Jason Lockhart, David Madden, Katie Maloney, Nicole Marshall, Rachel Marionneaux, Camm Martin, Patrick Mascarella, Katherine Mason, Kendall Matassa, Dee Mather, Jeanne McCollister, Al McDuff, John Melancon, Tommy Milazzo, Cheryl Miller, Jason Miller, BJ Militello, Donna Mitchell, Sonia Morales, Karen Moreau, Micah Morgan, Penny Murray, Rose Mustain, Richard Neal, Steven Noel, Rod Nunez, Jennifer Ocken, Mary Olinde, Greg Palmer, Glenda Parks, Melissa Parmelee, Tom Parsons, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Eric Poche, Mitch Poche, Regina Porter, Skipper Post, Stuart Poulton, Mike Prejean, DeDe Preno, Vincent Price, Tina Rance, Eric Relle, Daniel Rhodes, Davis Rhorer, Malcolm Richard, Tina Righteous, Chris Rinaudo, Bob Robe, Sage Roberts, Darryl Robertson, George Robins, Emmett Robbins, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Thomas Ryan, Scott Saltmarsh, Allision Saunders, Kristen Sanders, James

Schafer, John Schneider, Ben Schultz, Larry Selders, Lonnie Seals, Casey Sessums, Tim Seymour, Katrina Shaw, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, John Smith, John Snow, Michael Songy, Kathleen Spencer, Lorelle St. Aime, Karen Stagg, Mary Stein, John Stewart, George Strain, John Streva, Kelly Stutes, Jan Sumrall, Lauren Sylvest, Cherry Talbert, Claiborne Tanner, Suzie Thomas, John Sykes, Michael Thomassie, Katie Thompson, Anna Thibodeaux, Roger Tijerino, Suzie Thomas, Christopher Toombs, Berry Trascher, Pat VanBurkleo, Clark Vega, Gabe Vicknair, Barry Walls, John Walters, Elizabeth Weinstein, Adam Werth, Hampton West, Jay Westerfield, Emily Wharton, Councilwoman Tara Wicker, Bubba Willis, Seveti Wilson, Kate Wilson, Beau Wolfe, Erin Wood, Renee Woods, Melissa Woolridge

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Norman Chenevert moved to approve the agenda, Mr. Derrell Cohoon seconded and the agenda was approved.
4. Ms. Fran Gladden moved to approve the Nov. 10, 2009 minutes, Mr. Norman Chenevert seconded and the minutes were approved.
5. **Board Action – Nominating Committee** –The Commission viewed, via power point, photographs representing the goal areas of the DDD. Mr. Van Mayhall requested that Cheri Ausberry, Norman Chenevert and Chris Nichols serve on the nominating committee for the recommendation of 2010 DDD officers. The recommendation of officers will be presented at the January 12, 2010 board meeting.
- 6a. **Governmental Issues – DOTD Transportation Enhancement Program Update** – The Commission viewed, via power point, photographs representing the goal areas of the DDD each Commission received a copy of the correspondence. Mayor Holden thanked everyone for their support of the bond issue and expressed his commitment to move Baton Rouge forward. Mayor Holden announced that East Baton Rouge Parish had received \$4.5 million in federal funds for parish wide projects. Of the \$4.5 million, \$1.9 million is dedicated for enhancement funds for the North Blvd. Town Square. In October 2009 the DDD received the \$1.9 million for the North Blvd. Town Square. The funds will be used for the installation of lighting, landscaping and streetscape amenities. Following is the breakdown for the construction cost of the North Blvd. Town Square.

- \$825,000
  - Paving, street curbing, plaza and pedestrian walkways
    - Pervious walkways \$50,000
    - Walkways \$775,000
- \$875,000
  - Site furnishings: lights, benches, and trash receptacles
    - Furniture \$550,000

- Lighting \$325,000
- \$300,000
  - Landscaping
    - Landscape & Lawn \$300,000

The Mayor expressed that every city that has been visited on the Canvas trips stated that every city needs a vibrant downtown and the entire city benefits from a thriving downtown.

**Third Street Historic District Update** – The Commission viewed, via Power Point, a photo of the third street historic district map. Each Commissioner received a copy of the map. Ms. Donna Fricker informed the Commission that Third Street Historic District has been placed on the National Register of Historical Places. This honor was made possible through a grant from the Louisiana Division of Historic Preservation. These 43 properties are eligible for a 20% federal tax credit for qualified rehabilitation expenses. This federal tax credit can be combined with state tax credits.

**6b. Development Initiatives – Capital City South** – The Commission viewed, via Power Point, an aerial photograph and site photos of the project location. Mr. Tijerno, Louisiana Housing Finance Agency, (LHFA) informed the Commission that the agency has purchased the apartment complex at the corner of North Blvd. and N. 17<sup>th</sup> Street. Plans are to demolish the current structure and construct a mixed-use development that will include 68 residential units. The project, Capital City South, will use federal stimulus funds and the agency will schedule charettes to obtain community input. The RFQ has been issued to select the design team and the contractor is scheduled to be selected by September 2010. Construction is proposed to commence in October 2010.

**Plan Baton Rouge 2** – The Commission viewed, via Power Point, a photograph of PBR 2 cover. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that a press conference will be scheduled in January 2010. Mr. Rhorer briefed the Commission on the following implementation project goals that are included in the DDD 2010 goals and objectives:

- Modifications to River Road in front of the LASM
- Extend the Levee top promenade to River Park
- River Road crossing at Florida Street and North Street
- Low-interest loans provide low-cost capital for new businesses
- Shared State Parking Garages
- Institute beautification and maintenance standards
- Retail uses on Lafayette Street

Mr. Rhorer informed the Commission that past master plans are now available on the Downtown Development District web page and Plan Baton Rouge 2 will be available late January 2010.

**St. James Blue Ribbon Award** – The Commission viewed, via Power Point, photographs of the school and the award presentation. Ms. Linda Chauviere, Principal, informed the Commission

that St. James Episcopal has been named a Blue Ribbon School. In order to be selected as a Blue Ribbon School the students had to score in the top 10% for the past five years. Ms. Chauviere encouraged everyone to visit the school.

**Community Improvement Plans RFP – EBRRA** – The Commission viewed, via Power Point, maps indicating blighted areas. Each Commissioner received copies of the newspaper articles. Mr. Goodson informed the Commission that the Redevelopment Authority (RDA) will be launching their first planning program. The Community Improvements Program consists of five neighborhood scale redevelopment plans for the following neighborhoods:

- Scotlandville Gateways
- Northdale / Standard Heights
- Choctaw Corridor (Foster to Scenic Hwy.)
- Zion City
- Melrose East

The RDA board selected the team of consultants to develop the plans for the five blighted areas. Community meetings will be held to gather input beginning in January 2010.

**East Baton Rouge Library Update** – The Commission viewed, via Power Point, a photograph of proposed library. Each Commissioner received copies of the newspaper articles. Mr. Rhorer informed the Commission that the library board has completed the analysis of library branch in the southern part of the parish and they have chosen the Rouzan property. Next on the agenda will be the decision of the River Center Library. This project will provide an important link downtown with the North Blvd. Town Square and the two charter schools.

**North Blvd. Town Square Update** – The Commission viewed, via Power Point, North Blvd. related slides. Each Commissioner received a copy of the time line. Ms. Dana Brown, Brown Danos, informed the Commission that they are currently in the process of completing construction documents. The project will go out for bid late March 2010 and construction is scheduled to commence in the May 2010 with a 10-12 month construction schedule. Brown Danos is also working with Rex Cabaniss on the design of a new transit shelter on North Blvd. at Galvez Plaza. Mr. Mayhall questioned how the NBTS schedule is working with the completion of the court house. Ms. Brown stated that they have been working with the developers of the court house and are planning to have the sidewalk in front of the court house completed by the court house completion date of May 2010.

**Downtown Green Light Signalization** – The Commission viewed, via Power Point, a photograph of the ground breaking for the downtown Green Light Signalization. Mr. Michael Songy, CSRS, informed the Commission that the ribbon cutting ceremony is scheduled for Thursday, December 10, 10:30 a.m. at One American Place. The total project cost was \$9.9 million with construction time of 18 months. Mr. Songy commended the local businesses for the cooperation. The project included decorative light poles, street names signs, signals connected to the traffic management center, emergency vehicle preemption, new curb ramps, lighting on signals and count down boxes.

**Helix School Update** – The Commission viewed, via Power Point, logo for the school. Each Commissioner received a copy of the newspaper article. Mr. Brian Jones, President of the Board of Directors for the Helix Network of Educational Choices, informed the Commission that the East Baton Rouge School Board approved the two charter high schools for downtown. The schools are scheduled to open fall of 2010. Helix has hired Mr. Brian Dixon to serve as executive director. The schools are proposed to be housed in the Shaw Center and the students will utilize the cultural and civic attractions in the downtown area. There will be a nation wide search for the principal and faculty. One school will focus on the digital media and the second will focus on science, technology, engineering and math.

**Festival of Lights** – The Commission viewed, via Power Point, logo for the event and photographs of the 2008 event. Each Commissioner received a copy of the flyer. Mr. Rhorer informed the Commission that the December 4<sup>th</sup> event was re-scheduled due to incimate weather. Mr. Rhorer briefed the Commission and encouraged everyone to attend the event on Friday, Dec. 11 from 4:00 to 9:00 p.m.

**Events** – The Commission viewed, via Power Point, the logos for the following events. Each Commissioner received flyers on the events. Mr. Rhorer briefed the Commission on the following events.

- Downtown Christmas Parade – Dec. 12
- Arts Market – Dec. 12, 19
- Walk this way in History – Dec. 12
- The Listening Room: Vanessa Rubin, Dec. 16
- 2009 New Year's Eve Parties – Dec. 31
- Laurel Street Lollapalooza, January 8, 2010
- LASM Kid's Saturday – Jan. 9, 2010
- Manship Theatre Events
- River Center Events

**7. Ongoing –Center for Planning Excellence** – The Commission viewed, via power point, a photograph of the logo. Ms. Diresto reiterated the Mayor's statement that a healthy vibrant region needs a vibrant core. The Future EBR website will debut late January 2010.

**BREADA** – The Commission viewed, via power point, a photograph of the Redstick Farmer's Market. Ms. Darlene Rowland briefed the Commission on upcoming events:

- Saturday, December 12 – Papa Noel from 10 AM to 12 noon, courtesy of LA Capitol Credit Union, Holiday music performed by the Broadmoor High and Middle School
- Seasonal Chef Demo and face painting by Liz Lopes
- Saturday, December 19 – Smiley Anders book signing, Jubans chef Terry McDonner featured at Fresh from the Market
- Saturday, December 26 – Get ready for New Year's, Violin students performing in North Street seating area

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Ms. Rowland encouraged everyone to visit the markets for their last minute gift suggestions. The markets will be open Saturday, December 26 and will be closed January 1 and January 2, 2010.

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

**9. Public Comment** –

- Ms. Carolyn Bennett informed the Commission on the following events at the Old Governors Mansion:
  - Dec. 17 – Book Signing and Lecture by Leo Honeycutt
  - Dec. 22 – Mr. & Mrs. Santa Claus, 6:00 – 8:00
- Mr. Paul Arrigo mentioned that the Helen Brett Show will be held at the River Center this weekend.
- Mr. Mayhall thanked the Hilton for hosting the meeting.

**Meeting adjourned.**