

DDD Commission Meeting
December 10, 2013, 8:00 a.m.
Hilton Capitol Center, 201 Lafayette St.

Attending: Norman Chenevert, Derrell Cohoon, Fran Gladden, Ric Kearny, Van Mayhall, Jr., Chris Nichols

Others in Attendance: Laura Acord, Tom Adamek, Francisco Alecha, Ben Anderson, Gary Anderson, Jo Landry Bagwell, Jeremy Baker, Joy Banks, Alicia Baron, Jeffrey Beck, Matt Beeson, Kathryn Belanger, Cory Belder, Anna Beller, Debbie Bennett, Susannah Bing, Greg Bivin, Gary Black, Virginia Black, Shannon Blakeman, Suzanne Blanchard, Ben Blackwell, Julie Bondy, Chuck Booksh, Timothy Boone, Jessica Boone, Chip Boyles, Benjamin Bradford, Jim Brandt, Chelsea Brasted, Emile Breaux, Kevin Broussard, Gary Burkett, Gayle Carnahan, Margaret Chappuis, Christy Chachere, Louis Claverie, Cosimo Clements, Chelsea Costanza, Whitney Cooper, James Corry, Fr. Paul Counce, Sara Courtney, Suzette Crocker, Ron Crum, Allison Crump, Scott D'Agostino, Lynn Daigle, Sandra Daire, Melissa Daly, Patrick Danna, Chad Danos, Nedra Davis, Tom Dawson, Angela deGravelles, Genny Denton, Rachael DiResto, Caroline Domecq, Jason Diu, Erin Ducote, Terri Dugas, Pat Duncan, Kendrick Ebanks, Kirk Elgin, Terry Elmore, Gwen Emick, Mark Entekin, Jon Elvert, Randy Faucheux, Peyton Feigley, Cassie Felder, Heather Folks, Clayton Forbes, Judy Foust, Lisa Franco, Mac Freeman, Richard Funke, Joey Furr, Rob Gann, Celeste Gill, Aaron Glaser, Brian Goad, Kathleen Gordon, Selena Grant, Rannah Gray, Lisa Gray, Ashanti Green, Hunter Hall, Jennifer Hall, Gaye Hamilton, Jenny Harbourt, Brandon Hargrave, Angela Harms, Debra Harris, Stephen Hazel, Daniel Hawthorne, Marcus Hennison, Ben Herrington, Brandi Hill, Ryan Holcomb, Courtney Hunt, Chad Jackson, John Jackson, David Jacobs, Stacy Jamieson, Jennifer Jenkins, Martin Johnson, Sherry Johnson, Teresa Johnston, Claire Juneau, Nicole Kennelly, Tara Kistler, Irene Kotval, Joe Labbe, Ashley LaBorde, Mathew Laborde, Robert Lacinak, Laurence Lambert, Kenneth Landry, Morgan Landry, Andee Lanier, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Jason Lockart, Anna Long, Diane Losavio, Mario Lozanov, Bob Marabito, Lauralyn Maranto, Nicole Marshall, Mark Martin, Michael Mashburn, Jennifer Mayer, Eunice McCarney, Murray McCullough, Al McDuff, Jason Miller, Rebecca Moses, Dyke Nelson, Shawn Nolan, Amy Norval, Lucio Nunez, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Pete Patel, Renee Payton, James Peck, Garland Pennison, Andrew Perry, Ashley Pierce, Andy Pine, Eric Poche, Skipper Post, John Price, Lee Prieto, Jere Quinn, Tina Rance, Lee Rayner, Margaret Read, Dan Reed, Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Allan Richards, Jason Richards, Rachael Riley, Tanya Roberson, Jenny Rozas, Darlene Rowland, Morgan Russell, LeAnn Russo, Stephen Rust, Robyn Ryan, Diana Samuels, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Shay Schilling, Darlene Shingleur, John Smith, Lisa Smith, Loryn Smith, Anna Snyder, Tyler Spears, Karen Stagg, Bill Stark, Jan Sumrall, Peter Summerlin, J. T. Sukits, Jan Sumrall, Cherry Talbert, Casey Tate, Jeremy Theriot, Patrick Terito, Elizabeth Thomas, Katie Thompson, Michael Trufant, Tyelise Vavasseur, Clark Vega, Rossie Washington, Jr., Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Neill Wright, Renita Young

1. Ms. Chris Nichols called the meeting to order.
2. Ms. Chris Nichols declared a quorum.
3. Mr. Derrell Cohoon moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.
4. Mrs. Fran Gladden moved to approve the November 12, 2013 minutes, Mr. Norman Chenevert seconded and the minutes were approved.

Mr. Rhorer thanked the Hilton for hosting the board meeting.

5. Board Action – Visit Baton Rouge – Mr. Rhorer informed the Commission that the DDD has an appointment on the Visit Baton Rouge board that has expired. Mr. Claude Reynaud has been the DDD representative and Mr. Rhorer commended Mr. Reynaud for his service on the board. Mr. Rhorer recommended Mrs. Lani Guilbeau with Fleur Du Jour to serve as the DDD representative. **Mr. Derrell Cohoon moved to accept the recommendation, Mr. Van Mayhall, Jr. seconded and the motion was unanimously adopted.**

Nominating Committee – Mr. Rhorer requested that the nominating committee for the recommendation of 2014 DDD officers consist of Ms. Chris Nichols, Mr. Norman Chenevert and Mrs. Fran Gladden. **Mr. Ric Kearny moved to accept the Nominating Committee as presented, Mrs. Fran Gladden seconded and the Nominating Committee was unanimously accepted.** The recommendation of officers will be presented at the January 14, 2014 board meeting.

6a. Governmental Issues – There was no information to report.

6b. Development Initiatives – Capital One Building Update – The Commission viewed, via PowerPoint, a photograph of the exterior of the building and renderings of proposed floor plans. Mr. Dyke Nelson informed the Commission that the project has been named “440 on Third”. Mr. Nelson briefed the Commission on the following and reviewed the floor plans.

- 65 residential units
- 65,000 sq. ft. of commercial space available
- retail on ground floor
- 114 parking spots available on site
- Ground floor will be operating by Dec. 15, 2014

Mr. Nelson commended everyone involved in the project and introduced the first signed tenant, Mr. Tony Matherne. Mr. Matherne informed the Commission that “Matherne’s” will be opening a full service grocery store in the first floor of the building. The 15,000 sq. ft. store will provide staples, fresh meat, dairy, full service deli, selection of fine wine, beer and daily lunches. The projected opening date is December 2014. Mr. Rhorer commended everyone involved in the project.

Special Development Announcements – The Commission viewed, via PowerPoint, a photograph of the exterior of the building and proposed rendering. Each Commissioner received a copy of the newspaper article. Mr. Francisco Alecha, architect, informed the Commission that Pete Patel purchased the building located at 400 North Blvd. and will renovate it into an 89 room Holiday Inn Express. Renovations of the building will include a meeting space, fitness center and a business center. Construction will commence January 2014 with completion scheduled for December 2014. There is limited parking available in the rear of the building and the owners are in the process of securing additional parking. Mr. Rhorer commended everyone involved with the project.

Onyx Residential Update – The Commission viewed, via PowerPoint, a photograph of the exterior of the building and proposed rendering. Mr. Rhorer informed the Commission that demolition work has begun on the 28 residential units and 5,000 sq. ft. of retail on the first level and is projected to be complete by the end of 2014.

Downtown Greenway Update – The Commission viewed, via PowerPoint, an image of the proposed rendering and photograph of Expressway Park.

Ms. Whitney Cooper informed the Commission that DDD has met with BREC to finalize the layout of the path. BREC is in the process of finalizing the design development portion and will release the construction documents in January or February 2014. BREC is currently involved in abatement and renovation of Expressway Park recreation center.

North Blvd. Town Square Update – The Commission viewed, via PowerPoint, photographs of the Festival of Lights. Mr. Davis Rhorer informed the Commission that the Festival of Lights event was a great success. Mr. Rhorer recognized Mr. Laurence Lambert who has been hired by the City to assist with downtown projects.

St. Joseph Cathedral Renovations / Additions – The Commission viewed, via PowerPoint, an aerial photograph indicating the expansion and proposed renderings. Fr. Paul Counce informed the Commission that they are refurbishing and expanding the parish hall. Fr. Counce briefed the Commission on the project that includes expansion of the parish hall, updates to kitchen, restrooms, lobby, choir practice room and auditorium. The expanded parish hall will be available for community events and receptions. Ms. Rachael Riley, Post Architect, briefed the Commission on the project and informed the Commission that the project will expand the existing building from 5,000 sq. ft. to 15,000 sq. ft. The projected completion date is late fall 2014. Mr. Rhorer thanked Fr. Paul Counce and the cathedral for their commitment to downtown. Mr. Rhorer recognized Mr. Skipper Post, Post Architects for his work on the project.

Downtown Bike Racks – The Commission viewed, via PowerPoint, an image of the map indicating proposed bike rack locations. Ms. Whitney Cooper informed the Commission that the DDD continues to work with Capital Regional Planning Commission (CRPC) developing the installation details of each location and working with entities near the bike rack locations.

CATS Program Manager Selection – The Commission viewed, via PowerPoint, a photograph of the CATS trolley. Each Commissioner received a copy of the newspaper article. Mr. Bob Marabito, CATS, informed the Commission that the CATS board voted to select MV Transportation to provide transportation expertise and management assistance to the Capital Area Transit System.

American Heart Association Walking Paths – The Commission viewed, via PowerPoint, an image of the walking routes. Mr. Casey Tate informed the Commission that he has been working with Ms. Lee Rayner with American Heart Association (AHA) to implement walking paths downtown. Ms. Lee Rayner expressed the importance of healthy living and informed the Commission that they have identified three walking routes which all begin at North Blvd. Town Square. The 1, 2 and 3 mile walking paths designated by the AHA will give downtown residents, visitors and workers a choice to walk multiple distances. Ms. Rayner thanked the sponsors and everyone involved in the project. Mr. Tate will be working with Department of Public Works on installation of the signage.

Mr. Rhorer recognized Mr. Pete Patel with Holiday Inn Express.

UDC Design Levels – The Commission viewed, via PowerPoint, a photograph of a bus bench. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the DDD adopted Downtown Visitors' Amenity Plan and the policy in place that prohibits advertisement on bus benches downtown. Mr. Ryan Holcomb, acting Planning Director, briefed the Commission on the process of the Future BR and informed the Commission that the Planning Commission is in the process of updating the Unified Development Codes. This will be a six month process that includes workshops, public meetings, online updates and adoption of Unified Development Code by summer 2014.

Downtown Marketing Materials – The Commission viewed, via PowerPoint, a photograph of updated marketing material. Mr. Tate informed the Commission that the DDD has been working with Tilt Design to update the DDD marketing material.

Special Events Procedures and Guidelines – The Commission viewed, via PowerPoint, photographs of the booklet. Each Commissioner received a copy of booklet and applications. Mr. Casey Tate informed the Commission that he is in the process of updating the comprehensive booklet for all events downtown as well as event applications for the Repentance Park and North Blvd. Town Square. The information will be available online and finalized by mid December 2013.

Year End Review – The Commission viewed, via PowerPoint, a photograph of the cover of the brochure. Mr. Rhorer reviewed the 2013 projects and thanked everyone involved with development downtown.

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.

- Christmas Parade– Dec. 14
- B. R. Arts Market – Dec. 14,21
- Cambodia Craft Sale – Dec. 15
- Arts Council Workshop – Dec. 19
- Belle of Baton Rouge Concerts / Boxing – Dec. 20,27,31, Jan 3, 10
- Christmas Carols in Square – Dec. 22
- Red Stick Revelry – Dec. 31
- Laurel Street Palooza – Jan. 10
- Capitol Park Museum
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- River Center Events / BRSO
- LASM

Ms. Rannah Gray encouraged everyone to attend the Press Conference Thursday, December 12 at 10:00 a.m. to release an original song for the Red Stick Revelry event. The song will be available on iTunes.

Ms. Gray briefed the Commission on the schedule for Tuesday, December 31, 2013.

- 11:00 a.m. – 12noon – children activities, storyteller, learn a new line dance, join Mayor Holden and the MLK Bell Ringers singing Auld Lang Syne as the Red Stick rises to 30'
- 9:00 p.m. Red Stick Revelry kicks off on the Crest Stage in Galvez Plaza with music by Phat Hat
- Midnight – Red Stick Drop 30 feet in Town Square to ring in 2014

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 logo. Mrs. Rachael DiResto thanked everyone who participated in the Smart Growth Summit and announced that several of the summit sessions will be available online. CPEX is creating a new resource guide that includes all of the programs at the state and regional level for bicycle and pedestrian project funding.

BREDA – The Commission viewed, via PowerPoint, an image of the BREDA logo. Ms. Darlene Rowland encouraged everyone to visit the market this weekend and enjoy a visit from PaPa Noel. The Arts Market will be at the market Dec. 14 & 21, 2013.

8. Correspondence – There was no correspondence.

DDD Commission Mtg.
Dec. 10, 2013
Pg. 5

9. **Public Comment** – Ms. Chris Nichols recognized Councilwoman Tara Wicker. Mrs. Wicker informed the Commission that Thursday, December 10 at 2:00 pm in Metropolitan Council chambers there will be a community dialogue session with the committee members to discuss the expectations and recommendations regarding the selection of the planning director.

Mr. Rhorer thanked the Hilton for hosting the DDD meeting.

Mr. Norman Chenevert spoke of the potential negative impacts associated with the proposed City of St. George and encouraged everyone to work together.

Ms. Chris Nichols commended everyone invested in downtown.

Meeting adjourned at 9:00am.