

DDD Commission Meeting

March 9, 2010, 8:00 a.m.

Capitol Park Welcome Center, 702 River Rd.

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

Others in Attendance: Lt. Raymond Alexander, Raymond Allmon, James Andermann, Chris Andrews, Joe Anthony, Stephen Arceneaux, Rene Areng, Paul Arrigo, Annabelle Armstrong, Brandon Badinger, 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, Philipa Blair, Jenny K. Branton, Brittany Bland, Mary Boston, Linda Bowsher, Lula Breaux, Kayla Brewer, Dave Briggs, Jeremy Broussard, Kevin Broussard, Deron Brown, Christina Bourg, Dana Brown, Mike Bruce, Erin Brush, Eddie Budd, Lyles Budden, Jimmy Burland, Jason Burns, Lacy Burris, Rex Cabaniss, Chad Calder, Patricia Calfee, Gayle Carnahan, Nancy Carter, Ashley Casey, Trey Castleberry, Lindsey Cavalier, Jack Chapman, Linda Chauviere, Jennifer Chighizola, Charles Coates, Erin Cocharn, Tim Cockerham, Sonya Collins, Ronnie Comeaux, Cpl. Don Coppola, Todd Cooper, Whitney Cooper, Paul Counce, Sara Courtney, Ron Crum, Sandra Daire, Melissa Daly, Kim Daugherty, Miriam Davey, Emmett David, Nedra Davis, , Angela DeGravelles, Andi DeJohn, Rachel DiResto, Lauren Dodds, Patrick Downs, Tom DuBos, 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, Carole Fredrickson, Steve Fuller, Gail Gaiennie, Ed Gaskin, Susan Gavrelis, Bryan Gerace, Josh Gettys, Lydia Gikas, Debbie Gill, Brian Goad, Trey Godfrey, Krista Goodin, Derek Gordon, Gary Graham, Selena Grant, 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, Tom Holden, Jeff Holeman, 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, Sadie Roberts Joseph, Ernest Junius, Billy Kelley, Bridget Kerley, Patte Keogh, Eddie King, Ashley Laborde, Leigh Lafarque, Dana LaFonta, Mark Landry, Michael Lang, Lori Lasseigne, Debbie Lapeyrouse, Rashad Lave, Kevin Lawson, Rosemary LeLeaux, Justin Lemoine, Jin Lee, Stacey Levert, Eric Lewis, Chris Loan, Terrence Lockett, Jason Lockhart, Sarah Lomax, Khrystina London, Diane Losavio, Sam Losavio, David Madden, Katie Maloney, Todd Mance, Lauralyn Maranto, Brian Marshall, Nicole Marshall, Rachel Marionneaux, Katherine Mason, Dee Mather, Jeanne McCollister, Kelley McCormick, Al McDuff, John Melancon, Tommy Milazzo, Alice Miller, Jason Miller, BJ Militello, Donna Mitchell, Todd Mitchell, Travis Moore, Sonia Morales, Karen Moreau, Micah Morgan, Robyn Morrison, Penny Murray, Rose Mustain, Richard Neal, Gordon Nelson, Lisa Nice, Steven Noel, Rod Nunez, Jennifer Ocken, Mary Olinde, Billy Overton, Greg Palmer, Glenda Parks, Melissa Parmelee, Tom Parsons, Ron Pascual, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Eric Poche, Mitch Poche, Sgt. Kenneth Pointer, Johnny Palazzotto, Regina Porter, Skipper Post, Stuart Poulton, Katie Prechter, 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, Shane Sandefer,

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Kristen Sanders, David Savario, James Schafer, John Schneider, Ben Schultz, Larry Selders, Lonnie Seals, Casey Sessums, Tim Seymour, Ann V. Shaneyfelt, Katrina Shaw, Darlene Shingleur, Pam Sills, Lorraine Slade, Lisa Smith, John Smith, John Snow, Michael Songy, Kathleen Spencer, Lorelle St. Aime, Karen Stagg, Bill Stark, Mary Stein, Jennifer Stenhouse, John Stewart, George Strain, John Streva, Kelly Stutes, Jan Sumrall, Lauren Sylvest, Cherry Talbert, Claiborne Tanner, Suzie Thomas, Matthew Thomas, John Sykes, Michael Thomassie, Katie Thompson, Anna Thibodeaux, Archie Tiner, Jr., Suzie Thomas, Christopher Toombs, Berry Trascher, Vertina Underwood, Clark Vega, Kiran Vemuri, 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, Ms. Chris Nichols seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the February 9, 2010 minutes, Ms. Fran Gladden seconded and the minutes were approved.
5. **Board Action** – There was no board action.

Mr. Rhorer thanked Mr. Mike Prejean, Capitol Park Welcome Center, for hosting the meeting.

6a. Governmental Issues – River Center Expansion Funding Authorization – The Commission viewed, via PowerPoint, photographs of the proposed renderings. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Metropolitan Council approved the funding for the expansion of the River Center. The project has gone out for bid and will include the riverfront shade structure. Mr. Rhorer thanked the Mayor, the Administration and the Metropolitan Council for their support of this project.

6b. Development Initiatives – Louisiana Chapter American Society of Landscape Architects Awards – Mr. Chad Danos, Brown Danos, informed the Commission that the Louisiana Chapter of the American Society of Landscape Architects held their banquet last month and the following awards were presented:

- Patron of Landscape Architecture Award was presented to Davis Rhorer for his role as Executive Director where he has been successful by applying the principles of landscape architecture.
- North Blvd. Town Square designers Brown Danos Land Design and Joseph Furr Design Studio received the Merit Award for a Recreational Master Plan for North Blvd. Town Square.

World Congress 2010 Presentation – The Commission viewed, via PowerPoint, a logo of the 5th World Congress. Mr. Rhorer informed the Commission that on July 17, 2009 the Downtown Development District submitted a paper to the 5th World Congress regarding the role of downtown and the partnerships the Downtown Development District played after Hurricane Katrina. The paper was selected as one for presentation from hundreds of papers submitted from all over the world. An academic paper will be submitted as well as a presentation for the assembly.

Keep Louisiana Beautiful Grant – The Commission viewed, via PowerPoint, a photograph of the trash receptacles. Mr. Rhorer announced that the DDD / City of Baton Rouge received a \$10,000 Community Grant award from Keep Louisiana Beautiful, Inc. The City of Baton Rouge has identified \$10,000 match with Keep Louisiana Beautiful, Inc. Mr. Rhorer commended Gabe Vicknair for his work on the grant submission.

Houston Site Visits – The Commission viewed, via Power Point, photographs of Discovery Green and Buffalo Bayou Parkway. Mr. Rhorer informed the Commission that the staff took a trip to Houston Texas to study Discovery Green and Buffalo Bayou Partnership. Mr. James Andermann briefed the Commission on the management and concepts incorporated in the Discovery Green and Buffalo Bayou projects.

River Center Library Committee – The Commission viewed, via Power Point, a photograph of the proposed rendering. Mr. Rhorer informed the Commission that the library board is currently looking at the downtown library and identifying funds for the library. Mr. Rhorer encouraged everyone to utilize the River Center library.

Arts & Entertainment District Projects – The Commission viewed, via Power Point, an aerial map indicating the Arts & Entertainment District and examples of street visuals. Mr. Rhorer informed the Commission that the Arts & Entertainment committee will be meeting within the month to discuss the following issues:

- Police storefront
- Beautification concepts
- Noise ordinance
- Street visuals

Downtown Greenway Update – The Commission viewed, via Power Point, the proposed greenway route. The Downtown Development District is working with ABMB Engineers to produce the feasibility study and cost estimates for the proposed greenway. Mr. Jake Holinga briefed the Commission on the phases of the proposed Greenway:

Phase One - BREC's City Park to Expressway Park

Phase Two – Continue from Expressway Park along South 10th Street across Government and ending at North Blvd.

Phase Three – Continue along North Blvd. median and turn north onto North 7th through Spanish Town and end at Arsenal Park and Capitol Lakes.

Phase Four – Connect Arsenal Park and Capitol Lakes with Memorial Stadium.

Cost estimates will be available in approximately one week and the DDD has identified some partners for the project.

CATS Initiative – The Commission viewed, via Power, the CATS logo. Mr. Brian Marshall informed the Commission that Cats will be promoting the following two major initiatives:

- Rush hour service – A trial service will on begin April 5 through April 30 from 6:30 a.m. to 9:00 a.m. and 4:30 p.m. to 6:30 p.m. The service will be on selected routes to reduce the wait time to twenty minutes. To help support the service CATS will create a park and ride system by partnering with the churches along the routes.
- Enhanced service for Live After Five – Beginning Friday, April 9 an express service will run from the main station at 22nd and Florida Street to Third and Main Street from 4:30 p.m. to 10:00 p.m. In addition to the express service there will be a downtown circulator route that will run from 4:30 p.m. to 10:00 p.m.

I-110 Parking Identified – The Commission viewed, via Power Point, an aerial indicating the identified parking under I-110. Mr. Rhorer informed the Commission that the DDD has identified 81 free parking spaces under I-110 that can be utilized by the public. Once the construction equipment is moved from under the over pass an additional 200 parking spaces will be available. The city installed a sidewalk allowing pedestrian access from the parking lot to Louisiana Avenue.

Repentance Park Lights – The Commission viewed, via Power Point, an aerial indicating the location of lights. Mr. Rhorer informed the Commission that thirteen lights will be installed in Repentance Park in order to better light the grounds.

50th Anniversary of Kress Sit-In – The Commission viewed, via Power Point, a photograph of the Kress Building. Mr. John Sykes informed the Commission that March 28, 2010 is the 50th Anniversary of the Kress sit-in by several Southern University students at the Kress lunch Counter. The following is scheduled to celebrate the event:

March 28

2:00 p.m. 50th Anniversary of the 1960 Baton Rouge Sit-Ins

Screening of Taking a Seat for Justice – The 1960 Baton Rouge Sit-Ins. A documentary by: Rachel L. Emanuel, Ph.D. Exhibit opening featuring newspaper photos and artifacts of the sit-ins with reception immediately following. Louisiana State Museum, 660 N. Fourth Street

4:00 p.m. Tour of future *KRESS Memorial Gallery*, 447 Third Street

Mr. Sykes announced that the Louisiana State Museum will be offering a free walking tour on the history of Third Street on Saturday, March 13 at 9:00 a.m.

New Downtown Businesses – Plaza Cleaners – The Commission viewed, via PowerPoint, a photograph of the interior of the City Plaza Cleaners. Mr. Gary Black informed the Commission that City Plaza Cleaners has opened on the first floor of the II City Plaza building.

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The cleaners are open Monday through Friday from 7:30 a.m. – 5:30 p.m. and Mr. Black encouraged everyone to utilize the facility.

The Office – The Commission viewed, via PowerPoint, a photograph of the logo. Mr. Rhorer informed the Commission that the lounge located in the 400 block of Third Street is scheduled to open late March 2010.

Notrevo Entertainment Group, L.L.C. – The Commission viewed, via Power Point, the logo for the company. Mr. Billy Overton, CEO, informed the Commission that his company is located at 412 North Street, Suite 220 and provides creative marketing concept development of entertainment marketing initiatives for Corporations, small businesses, professional athletes. Mr. Overton encouraged anyone interested in his services to contact him at 225-615-7628.

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.

- Louisiana State Museum “Lunchtime Lagniappe”
- Live After Five – April 9
- Happy’s 5K – April 10
- Sunday in the Park - April 11
- International Heritage Festival – April 11
- Manship Theatre
- River Center Events

7. Ongoing – **Center for Planning Excellence (CPEX)** – Ms. Rachel DiResto informed the Commission that the 5th Annual Smart Growth Summit has been scheduled for August 19 – 20, 2010 and will be held at the Manship Theatre.

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

- Easter Egg Hunt – April 2, 10:00 a.m.
- Main Street Market will close at 1:00 p.m. on Good Friday
- Strawberry Jam - April 17

Plan Baton Rouge II – Mr. Rhorer informed the Commission that the DDD continues to work on the following initiatives:

- Funding for River Road improvements
- Take the Central Green to next level to develop policies or strategies to achieve central green concept
- Greenway Project of connecting the DDD with the entire inner city area
- Arts and Entertainment District – Beautification of surface parking lots

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8. Correspondence – No information to report.

9. Public Comment – No public comment.

Meeting adjourned.