

DDD Commission Meeting  
November 10, 2015, 8:00 a.m.  
The Lyceum, 124 Third Street

Attending: Fran Gladden, Scott Hensgens, Ric Kearny,  
Cheryl McCormick, Melanie Montanaro

Absent: Gordon LeBlanc, Sevetri Wilson

Others in Attendance: Logan Anderson, Joe Anthony, Alicia Baron, Matt Beeson, Gary Black, Shannon Blakeman, Timothy Boone, Maggie Bowles, Kevin Broussard, Neva Butkas, Rex Cabaniss, Sgt. Kyle Callihan, Gayle Carnahan, Mandy Cazedessus, Margaret Chappius, Whitney Cooper, Sandra Daire, Alex Daniell, Michael Day, David Deliman, Steve Duplechain, Liz Eure, Lynley Farris, Judy Foust, Rannah Gray, Cyrus Greco, Johnathan Grimes, Marcus Hennigan, Tom Holden, Courtney Hunt, Fairleigh Jackson, James Jacobs, Lina Jacobs, Mary Johnson, Bliss Kelley, Chris Knight, Stephanie Landry, Michael Lang, Lori Lasseigne, Beverly LeBeau, Justin Lemoine, Cindy Littlefield, Jason Lockhart, Staci Manning, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, Al McDuff, David Meville, Patrick Michaels, Mark Moses, Liz Murry, Chris Negulescu, Tim Nesmith, Chris Nichols, Amy Norval, Mary Olinde, Jessica Ottaviano, Tamara Palmer, Melissa Parmelee, Michael Petty, Lluvia Peveto, Duane Pierce, Andy Pino, Eric Poche, Margaret Read, Eric Relle, Leif Remo, Davis Rhorer, Chad Rigby, Eric Romero, Steve Sanoski, Bob Schmidt, Anna Schwab, Emily Sulzer, Casey Tate, Boo Thomas, Veach Tucker, Tyelise Vavasseur, Clark Vega, Gabe Vicknair, Graysen Walles, Councilwomen Tara Wicker

1. Mrs. Fran Gladden called the meeting to order.
2. Mrs. Fran Gladden declared a quorum.
3. Mr. Ric Kearny moved to approve the agenda, Mr. Scott Hensgens seconded and the agenda was approved.
4. Mr. Scott Hensgens moved to approve the October 13, 2015 minutes, Mr. Ric Kearny seconded and the minutes were approved.

Rev. David Melville shared a few words of wisdom. Mr. Davis Rhorer thanked The Lyceum for hosting the meeting.

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

**6a. Governmental Issues – DDD 2016 Budget** – The Commission viewed, via PowerPoint, an image of the budget and performance measures. Each Commissioner received a copy of the proposed 2016 budget and performance measures. Mr. Rhorer informed the Commission that the proposed budget for 2016 is \$656,360 and that the DDD continues to implement the performance measures. Mr. Rhorer briefed the Commission on the current and upcoming projects.

Mr. Rhorer requested the Commission review the information and take action on the 2016 budget during the December 2015 Commission meeting.

**6b. Development Initiatives – DDD Renewal** – The Commission viewed, via PowerPoint, photographs of downtown projects. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the DDD Tax Renewal passed with a 78% approval rating. Mr. Rhorer thanked the DDD Board, Ms. Chris Nichols and the DDD staff for their support. The tax will go into effect 2017.

**LaSalle State Parking Garage** – The Commission viewed, via PowerPoint, a photograph of the parking garage and an aerial indicating the four public parking garages. Each Commissioner received a copy of the press release and newspaper article. Mr. Mark Moses, Assistant Commissioner of Administration, informed the Commission that based on an analysis that was done on the state garages it was determined that the LaSalle State Parking Garage was underutilized. Based on the information the state announced the opening of the garage to the public. The garage is located at 617 N. Third Street and will accept cash only and will be open 24 hours a day. Mr. Rhorer thanked the state for making the garage available to the public.

**Courtyard by Marriott / Starbucks** – The Commission viewed, via PowerPoint, a rendering for the Courtyard by Marriott. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Metropolitan Council approved the TIF for the Courtyard by Marriott. Mr. Rhorer thanked everyone for their support. The eight story, 134 room development will break ground the first quarter of 2016. Windsor Aughtry, developer, announced last week that Starbucks will be occupying the bottom floor of the hotel.

**Water Campus** – The Commission viewed, via PowerPoint, a rendering of the Water Institute of the Gulf. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the ground breaking for the Water Institute of the Gulf, the building on the old municipal dock, is scheduled at 11:00 a.m. on Friday, November 13, 2015.

**Expresit App** – The Commission viewed, via PowerPoint, an image of the flyer. Each Commissioner received a copy of the newspaper article and flyer. Mr. Eric Romero, Director of Information Services, briefed the Commission on the newly launched app designed to collect positive and negative feedback regarding city parish programs or services. City Parish department heads will be able to monitor the feedback on dashboards.

**Festival of Lights** – The Commission viewed, via PowerPoint, a photograph from 2014 Festival of Lights. Mr. Jonathon Grimes, Arts Council, informed the Commission that Festival of Lights is scheduled for Friday, Dec. 4 from 4p.m. – 9p.m. Mr. Grimes briefed the Commission on the schedule of events. Mr. Rhorer encouraged everyone to mark their calendars for this family friendly event.

**Commerce Building / Magpie** – The Commission viewed, via PowerPoint, a rendering of the proposed renovations to the exterior of the building and renderings of the floorplan. Mr. Michael Lang informed the Commission that pre-leasing is expected to commence within 30 – 60 days. Residential units are expected to be opening the end of the first quarter of 2016.

Mr. Lang introduced owners of Magpie, Mr. James and Lina Jacobs. Mr. Jacobs expressed his excitement to be opening their 2<sup>nd</sup> location downtown in the Commerce building. Build out of the space is expected to commence January 2016 with an anticipated opening summer of 2016. The restaurant will have the current menu and hours are scheduled to be 7a.m. – 10 p.m.

**Beauregard Quarters** – The Commission viewed, via PowerPoint, an image of the renderings of the proposed development. Mr. Steve Duplechain, developer, informed the Commission that a four story 25 unit multifamily development is being constructed in Beauregard Town. The project is located on the corner of America and Napoleon and will break ground in approximately two weeks with a 12 – 14 month construction period.

**City Hall Plaza** – The Commission viewed, via PowerPoint, an image of the renderings of the conceptual design for City Hall Plaza. Mr. Gabe Vicknair informed the Commission the designers are finalizing construction drawings and should receive 50% construction drawings this week. A demonstration of lighting the Crest is scheduled for the evening of December 10, 2015.

**Repentance Park** – The Commission viewed, via PowerPoint, a photograph of the current construction. Mr. Vicknair informed the Commission that they are in the process of soil testing and planting. The project is expected to be complete the first week of December 2015.

**North Blvd. Town Square II** – The Commission viewed, via PowerPoint, images of the proposed rendering. Mr. Vicknair informed the Commission that DOTD is expected to advertise bids the first quarter of 2016 with a 5 – 6 month construction period.

**River Road Multi-Use Path** – The Commission viewed, via PowerPoint, an image of the rendering for the proposed improvements. Mr. Vicknair informed the Commission that the DDD received a \$150,000 grant for sidewalks and tree planting on the east side of River Rd. DOTD will also be installing a 10' multi use pathway for bikes and pedestrians with a vegetated buffer on the west side as part of the road transfer from the state to the city.

**EPA Bike Share** – The Commission viewed, via PowerPoint, a photograph of an existing bike share participant. Each Commissioner received a copy of the newspaper article. Ms. Cooper informed the Commission that the feasibility study has been posted on the DDD web page and will be included in the 2016 Future BR Report. Several organizations have met to discuss how to move forward with the plan and will be working with SU and LSU to coordinate the efforts of the bike share program as well as looking at principles used in comparable cities.

**Downtown Greenway** – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Ms. Cooper informed the Commission that North Blvd design plans have been submitted to DOTD and they are working on the bid package. East Blvd. plans have been submitted to the state Historic Preservation Office for their review

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, a photograph of the “Secret Sanitizer” volunteers and awards. Ms. Cooper informed the Commission that anti-litter campaign “We Live It” was very successful. Ms. Cooper thanked everyone involved in the project. The next full committee meeting is scheduled for Thursday, November 19, 2015.

**Florida and Lafayette Streetscape** – The Commission viewed, via PowerPoint, an image of the rendering of the proposed improvements. Mr. Rhorer informed the Commission that bids for the project will be open November 17, 2015.

**New Businesses – ‘1913’** – The Commission viewed, via PowerPoint, a photograph of the exterior of the building. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the live music venue located at 336 Third Street will be opening in approximately 2 – 3 weeks.

**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.

- Veterans’ Day Ceremony – November 11
- Christ in the City – November 12 & 20
- Mistletoe Market – November 14 & 15
- Turkey Trot – November 26
- Festival of Lights / Reindeer Run – December 4
- Running of the Santa’s – December 5
- Champagne Stroll / Holiday Shop Hop – December 10
- Christmas Parade – December 12
- FUMC Christmas Concert – December 20
- Foundation for Historical Louisiana/Old Governor’s Mansion
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- 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 with the greening of downtown.

**8. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the CPEX logo. Ms. Elizabeth Thomas informed the Commission that the Louisiana Smart Growth Summit was a great success and thanked the sponsors.

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer thanked everyone who celebrated their 19<sup>th</sup> anniversary, November 7, 2015. Ms. Sulzer briefed the Commission on the following:

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- Red Stick Sprouts – Nov. 21<sup>st</sup>
- Baton Rouge Arts Market – Dec. 5,12,19

Mr. Rhorer encouraged everyone to visit the market during the week.

**Downtown Business Association (DBA)** – The Commission viewed, via PowerPoint, an image of the DBA logo. Mrs. Alicia Baron thanked everyone who participated in the Secret Sanitizers and briefed the Commission on the following events:

- Downtown Beautification Flower Pot Program online donation campaign
- Lunch and Learn – Roux House – November 12
- Holiday Social – December 3

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

9. **Public Comment** – Ms. Melissa Parmelee, Forum 35, briefed everyone on Forum 35's upcoming event "Viva il Vino" which is scheduled for November 19 at The Lyceum.

- Ms. Fairleigh Jackson briefed the Commission on the following events:  
Santa at Old Governor's Mansion during the Festival of Lights – December 4  
George Rodrique Saga on the Acadians on display through December 7  
Classic Home and Cocktails – December 12
- Mr. Tim Nesmith, USS Kidd, briefed the Commission on the following events:  
Free First Sunday – December 6  
Pearl Harbor Day – December 7
- Mr. Rhorer briefed the Commission on the issue with Capital Area Transit System (CATS) and the downtown hub. The DDD will continue to work with CATS to find a new location for a downtown bus hub.

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