

DDD Commission Meeting  
November 8, 2016, 8:00 a.m.  
The Watermark Baton Rouge, 150 Third Street – Founder’s Room

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

Absent: Gordon LeBlanc

Others in Attendance: Josh Allread, Logan Anderson, Meredith Anderson, Joe Anthony, Gary Anderson, David Beard, Bliss Bernard, Gary Black, Ben Blackwell, Timothy Boone, Kevin Broussard, Kyle Callihan, Gayle Carnahan, Jonathan Cary, Albert Chao, Renee Chatelain, Lori Christiansen, Jack Coban, Whitney Cooper, Melanie Couvillion, Suzette Crocker, Allison Crump, Shelby Daugherty, Mary Durusau, Michael Day, Liz Eure, Heather Fatzinger, Phil Fernberg, Melony Fields, Remy Finn, Rannah Gray, Kim Haddox, Jay Haratsis, John O. Hearin, Corey Himes, Ryan Holcomb, Cid Hollis, Courtney Hunt, Stacy Jamieson, Mary Johnson, Ellie Jones, John Kaufman, Douglas Kennedy, Chris Knight, Jack Koban, Stephanie Landry, Jason Langlois, Beverly LeBeau, Trent Lueke, Steven Lumpkin, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, Lee Melancon, Tommy Milazzo, B. J. Militello, Donnie Miller, David Mock, Micah Morgan, Ben Moran, Damen Nabors, Mikela Nagura, Tim Nesmith, Mary Olinde, Annie Ourso, Melissa Parmelee, Michael Petty, Enrique Pinerua, Tina Rance, Margaret Read, Davis Rhorer, Mike Rice, Darlene Shingleur, Brandi Simmons, Jane Skerkoske, Lisa Smith, Saskia Spanhoff, Daniel Stetson, Craig Stevens, Kathy Stites, Emily Sulzer, Ebru Sumer, Cherry Talbert, Casey Tate, Lauren Tompkins, Clark Vega, Gabe Vicknair, Lindsey West, Marlon White, La Rui Yao, Samear Zaitoon

1. Mrs. Fran Gladden called the meeting to order.
2. Mrs. Fran Gladden declared a quorum.
3. Mr. Scott Hensgens moved to approve the agenda, Mrs. Melanie Montanaro seconded and the agenda was approved.
4. Mr. Scott Hensgens moved to approve the October 11, 2016 minutes, Mr. Ric Kearny seconded and the minutes were approved.

Mrs. Fran Gladden recognized Mr. Jay Haratsis, Regional Manager at Greenwood Hospitality and thanked him for hosting the meeting. Mr. Haratsis welcomed everyone and introduced the staff. Everyone was encouraged to tour the hotel after the meeting.

Mr. Davis Rhorer introduced the newly appointed DDD Commissioner Mr. Eric Dexter. Mr. Dexter informed the Commission that he is director of business development at Civil Solutions Consulting Group as well as an active member on several committees. Mr. Dexter expressed his excitement to be a part of the downtown development.

Mrs. Gladden congratulated Mr. Hensgens on being a recipient of the 2016 Baton Rouge Area Volunteer Activist awards.

**5. Board Action – 2017 DDD Budget** – The Commission viewed, via PowerPoint, an image of the budget, performance measures and photographs of recent projects. Each Commissioner received a copy of the proposed 2017 budget and performance measures. Mr. Rhorer requested that the DDD adopt the 2017 Operating Budget and performance measures as presented.

**Mr. Hensgens moved to adopt the 2017 Operating Budget and performance measures as presented, Mrs. Melanie Montanaro seconded and the 2017 Operating Budget was unanimously adopted.**

Mr. Rhorer informed the Commission that the DDD will be hosting the Lafayette Downtown Development Authority and will showcase the development downtown and the strategies for implementation and promotion of downtown revitalization.

**6a. Governmental Issues – Sidewalk Café Ordinance** – The Commission viewed, via PowerPoint, a rendering of a proposed sidewalk café. Each Commissioner received a copy of the draft ordinance. Ms. Whitney Cooper informed the Commission that the ordinance was presented to the Metropolitan Council and passed. Ms. Cooper is working with DPW and Paris Attorney's office to finalize the application and process for submitting to obtain a permit.

**6b. Development Initiatives – Third Street Development – Courtyard Marriott Groundbreaking** – The Commission viewed, via PowerPoint, photographs of the current construction, groundbreaking and an image of the proposed rendering. Mr. Rhorer informed the Commission that the groundbreaking was held for the 135 room hotel and construction is expected to be completed by the end of 2017.

**Watermark Hotel** – The Commission viewed, via PowerPoint, images of the interior and exterior of Watermark Hotel. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the 146 room hotel is open as well as the two restaurants.

**Lava Cantina** – The Commission viewed, via PowerPoint, an image of the interior of the establishment. The restaurant is located at 351 Third Street and is open for business.

**Onyx** – The Commission viewed, via PowerPoint, a photograph of the exterior of the Onyx Residences. Mr. Rhorer informed the Commission that the development consists of 28 one and two bedroom residential units and tenants have begun moving in. Regal Nails and Iberia Bank will also be locating on the first floor of the building. There is 3,300 sq. ft. of commercial space available for lease.

**Driftwood Cask & Barrel** – The Commission viewed, via PowerPoint, a photograph of the interior. Mr. Davis Rhorer informed the Commission that the restaurant located at 326 Third Street is open for lunch and dinner.

**Commerce Building – Magpie** – The Commission viewed, via PowerPoint, a photograph of the interior of Magpie. Mr. Davis Rhorer informed the Commission that the restaurant is open and encouraged everyone to visit for breakfast, lunch, or dinner.

**River Center Library** – The Commission viewed, via PowerPoint, a photograph of the demolition of the old library and the interior of the temporary space. Mr. Davis Rhorer informed the Commission that the demolition is complete and pile driving has begun. The Municipal building has been demolished and is being used as a site to store supplies and equipment. Upon completion of the library construction, plans are to convert the site into a park.

The Commission viewed, via PowerPoint, an image of the map indicating the temporary circulation around the library. Mr. Casey Tate briefed the Commission on the St. Louis Street closure and the pedestrian detour map.

**UDC Updates** – The Commission viewed, via PowerPoint, a photograph of downtown buildings. Mr. Rhorer informed the Commission that the DDD was contacted by the Planning Commission regarding height restrictions parish wide. The Planning Commission has met with downtown stakeholders and received feedback. They will begin reviewing the feedback over the next month. Planning Commission will propose that it not be too restrictive and possibly offer incentives.

**Parking Strategy Update** – The Commission viewed, via PowerPoint, a photograph of parking meters and management personnel. Mr. John Fregonese, Fregonese and Associates, informed the Commission that five bids have been received and the committee has interviewed two of the five bids. The parking management will address the following issues:

- Modern Meters – Upgrade with new meters that can pay with card or phone
- Parking Guidance – Digital parking sign that will indicate how many spaces available and location
- Management – Privatize the system
- Garage Expansion – River Center garage could expand to the north and add 850 spaces

There will be a meeting today at noon with downtown stakeholders. The parking management is expected to begin January 2017.

**Expressway Park** – The Commission viewed, via PowerPoint, a photograph of lighting ceremony and football practice. Mr. Rhorer informed the Commission that the lights have been installed on the football field of the 40 acre park that abuts Beauregard Town. Mr. Rhorer thanked DOTD and BREC for their involvement with the improvements.

**Downtown Greenway** – The Commission viewed, via PowerPoint, photographs of the current construction and images of the renderings of the proposed improvements. Mr. Vicknair briefed the Commission on the progress of the North Blvd. portion of the greenway

The East Blvd. portion is currently under review by DOTD and State Historic Office of Preservation.

**River Road Multi-Use Pathway** – The Commission viewed, via PowerPoint, an image of the proposed renderings. Mr. Vicknair informed the Commission that DOTD will advertise for the project November 16, 2016. The project will include the following:

- Bike lane west side of River Rd.
- Overlay roadway
- 8' bike lane
- Landscape buffer

The DDD received a grant from DOTD for a pathway on east side of River Rd. Duplantis Design Group is moving forward with the design.

**Riverfront Plaza** – The Commission viewed, via PowerPoint, renderings of proposed improvements. Mr. Vicknair informed the Commission that Carbo Landscape is working on the proposed renovations for the plaza and briefed them on the planting design and concept of the plaza. The proposed renovations will also include lighting, shade and sound.

**City Hall Plaza** – The Commission viewed, via PowerPoint, a rendering of proposed improvements. Mr. Rhorer informed the Commission that they are working on the bid process.

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, photographs of a current maintenance issue. Ms. Cooper informed the Commission the ordinance committee will begin to review the ordinance related to dumpster and trash pick-up. She also discussed the We Live It anti-litter awareness campaign rewarding citizens for appropriately throwing their trash away. The following meetings have been scheduled:

November 17 – Overall Maintenance meeting

November 28 – December 2– We Live It Campaign

**Arts Council Announcement** – The Commission viewed, via PowerPoint, an image of the event logo. Ms. Renee Chatelain, Arts Council President, announced that the Arts Council is creating an event celebrating cultural, economic and ecological connection to the Mississippi River and all things that ebb and flow. The Ebb & Flow festival is scheduled for April 1 & 2, 2017 and will take place throughout the improved Riverfront Plaza, Repentance Park and barges in the river. The cultural event will attract national artists in music, performance art, dance and temporary sculpture installation on the levee.

**Downtown Healthcare & Wellness Announcement** – The Commission viewed, via PowerPoint, an image of the logo. Ms. Liz Eure informed the Commission that Dr. Scott Sicard will be locating his dentistry in their office. Dr. Sicard will begin taking appointments December 2016.

**New Business – The Big Squeezy** – The Commission viewed, via PowerPoint, an image of the logo. Ms. Kim Matsko informed the Commission that the smoothie and juice bar is located at 327 North Blvd. They specialized in cold press juice and health food. A soft opening is scheduled for Thursday, November 10 with a grand opening date of Monday, November 14<sup>th</sup>.

**Cocha** – The Commission viewed, via PowerPoint, an image of the logo. Mr. Enrique Pinerua informed the Commission that the restaurant located at 445 Sixth Street is scheduled to open the first week of December 2016. They will serve lunch and dinner weekdays and brunch Saturday and Sunday.

**Redstick Crossfit** – The Commission viewed, via PowerPoint, an image of the logo and interior of the facility. Mr. Trent Leuke informed the Commission that the gym is located at 600 Main Street and encouraged everyone to visit the facility.

**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.

- Crafts Change Lives – November 8 – 13
- Mistletoe Market – November 12 - 13
- Born to Run – November 12
- Capitol City Beer Fest / Opera Louisiana – November 13
- Turkey Trot – November 24
- We Live It Campaign – November 28 – December 4
- Festival of Lights / Reindeer Run – December 2
- My Fest – December 3
- Baton Rouge Arts Market – December 3,10,17
- Holiday Hop Shop – December 8
- Christmas Parade – December 10
- Belle of Baton Rouge
- Preserve Louisiana/Old Governor's Mansion
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

Ms. Natalie briefed the Commission on the 2<sup>nd</sup> annual Holiday Hop Shop scheduled for Thursday, December 8, 2016. Anyone interested in being a vendor or host is encouraged to contact Natalie at Visit Baton Rouge or for more information visit [www.visitbatonrouge.com](http://www.visitbatonrouge.com)

Ms. Rannah Gray briefed the Commission on the Champagne Stroll scheduled for Thursday, December 8, 2016 and Red Stick Revelry scheduled for Saturday, December 31, 2016 and the official kick-off of the Baton Rouge Bicentennial. Everyone was encouraged to visit [www.redstickrevelry.com](http://www.redstickrevelry.com) for more information or to purchase tickets.

Mr. Rhorer introduced Mr. David Beard, director of U.S.S. Kidd. Mr. Beard expressed his excitement to be part of downtown.

Mrs. Gladden welcomed the City Police and thanked them for attending the board meeting and keeping the city safe.

**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 residential and retail development along Third Street as well as green space.

**8. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the CPEX logo. Ms. Elizabeth Thomas congratulated the DDD and staff for their continued success downtown. Ms. Thomas encouraged the DDD to consider height restriction of buildings downtown. Mrs. Gladden commended CPEX on a successful 2016 Louisiana Smart Growth Summit.

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer informed the Commission that the market will be open the Saturday following Thanksgiving.

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

- Live after Five Fall season has concluded
- Live At Lunch Fall season has concluded
- Scheduling the events for 2017

Anyone interested in membership is encouraged to contact Mrs. Tompkins.

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

9. **Public Comment** – Ms. Chatelain briefed the Commission on the following:

- November 10 – LÁCuba Animation Exchange & River City Jazz Masters

Mr. Paul Arrigo encouraged everyone to support the upcoming Baton Rouge 200 celebration by visiting the web page at [www.batonrouge200.com](http://www.batonrouge200.com). Mr. Arrigo briefed the Commission on the two propositions regarding hotel occupancy tax on the ballot for the December 10, 2016 run-off election.

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