

DDD Commission Meeting  
September 12, 2017, 8:00 a.m.  
Cane Land, 760 St. Philip Street

Attending: Scott Hensgens, Ric Kearny, Gordon LeBlanc  
Melanie Montanaro

Absent: Eric Dexter, Fran Gladden, Cheryl McCormick

Others in Attendance: Karon Alford, Gary Anderson, James Anderman, Joe Anthony, Paul Arrigo, Lauren Barrett, David Beard, Frances Bennett, Maxie Benoit, Bliss Bernard, Kacie Bizot, Gary Black, Ben Blackwell, Timothy Boone, Kevin Broussard, Mike Bruce, Sgt. Kyle Callihan, Gayle Carnahan, Bubba Cashio, Renee Chatelain, Katherine Chenevert, Wendi Coates, Suzette Crocker, Shelby Daugherty, Michael Day, Stephanie Day, Rachel DiResto, Mary Durusau, Phil Fernberg, Danny Fields, Melony Fields, Sage Foley, Barbara Freiberg, Joey Furr, Rannah Gray, Anita Hebert, Mark Hebert, Kyle Huffstickler, Courtney Hunt, James Jacobs, Mary Johnson, Kade Jones, Sam Karlin, John Kaufman, Sharon Kleinpeter, Jack Koban, David Kors, Phillip LaFargue, Laurie Larouche, Jeannie Magdefrau, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, B. J. Miletello, Donnie Miller, Aaron Molluvo, Chris Nichols, Shawn Nolan, Mary Olinde, Lluvia Peveto, Michael Petty, Davis Rhorer, Theo Richards, Fredrick Sargent, Whitney Sayal, Lisa Smith, John Snow, Mary Stein, Emily Sulzer, Ebru Sumer, Casey Tate, Walter Tharp, Boo Thomas, Trey Truitt, Kim Truong, Ann Vail, Clark Vega, Gabe Vicknair, Hayley Westphal

1. Mr. Ric Kearny called the meeting to order.

2. Mr. Ric Kearny declared a quorum.

3. Mrs. Melanie Montanaro moved to approve the agenda, Mr. Scott Hensgens seconded and the agenda was approved.

4. Mr. Scott Hensgens moved to approve the August 8, 2017 minutes, Mrs. Melanie Montanaro seconded and the minutes were approved.

Mr. Ric Kearny recognized Mr. Walter Tharp, founder of Cane Land Distilling Company and thanked him for hosting the Commission meeting. Mr. Tharp welcomed everyone to Cane Land and encouraged them to attend one of the many events held at the facility.

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

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

**7. Update from Previous Board Meeting** – There was no information to report.

**8. Development Initiatives – Developments Underway** – The Commission viewed, via PowerPoint, photographs of current projects. Mr. Rhorer briefed the Commission on the following projects:

- Downtown Library – Mary Stein informed the Commission that the library is 40% complete and briefed them on the layout of the building.
- Courtyard Marriott – Mr. Rhorer informed the Commission that the sixth floor is complete and is scheduled to be complete April 2018.

- Lofts @ 6C – reviewed the construction images of the project which abuts the Convention Street Park.

**DDD 30<sup>th</sup> Anniversary** – The Commission viewed, via PowerPoint, a photograph of the Baton Rouge Skyline in the 1990's, board meeting and rendering of Batture Walk. Mr. Rhorer reviewed the 1990's skyline and informed the Commission that he would like to revisit the idea of the proposed batture walk on DeSoto Park.

**Hotel / Motel Proposition** – The Commission viewed, via PowerPoint, an image of the flyer and photograph of the Raising Cane's River Center. Each Commissioner received an informational sheet. Mr. Paul Arrigo, Visit Baton Rouge CEO, informed the Commission that there will be a 2% hotel occupancy tax increase tax on the November 2017 ballot. Mr. Arrigo encouraged everyone to spread the word on the benefits of the tax. The benefits of the tax increase are as follows:

- Supports and creates new jobs,
- Helps small businesses survive
- Benefits our citizens without costing them
- Attracts new business events and conferences
- Supports renovations to the Raising Cane's River Center allowing for more entertainment opportunities

Mr. Michael Day, Raising Cane's River Center General Manager, expressed the importance of the tax as it will allow for improvements to the ballroom and theater. The upgrades are needed to compete with venues such as the Lafayette Cajundome. Mr. Day encouraged everyone to support the tax and spread the word.

**Beauregard Quarters** – The Commission viewed, via PowerPoint, a photograph of the current construction and an image of the rendering. Mr. Rhorer informed the Commission that the 28 unit residential development is progressing.

**CATS Touchdown Express** – The Commission viewed, via PowerPoint, a photograph of the CATS bus. Mr. Casey Tate informed the Commission that Touchdown Express has resumed for the 2017 LSU football season. Touchdown Express will have four pick up points downtown and the service begins three hours before kickoff and immediately following the game. Tickets are available online or at the CATS bus station, for more information visit [www.brcats.com/touchdown](http://www.brcats.com/touchdown)

**Rotary Centennial Project** – The Commission viewed, via PowerPoint, an image of the rendering. Mr. Rhorer informed the Commission there will be slight alterations on the steps of the River Road Access. Engineers have started the process with the Corps of Engineer for approval. The 18' structure will include lighting, music and interaction.

**Cube Smart Storage** – The Commission viewed, via PowerPoint, an image of the rendering of the proposed development. Each Commissioner received a copy of the newspaper article. Mr. Mark Hebert, Kurz and Hebert, informed the Commission that his client purchased the old Community Coffee site at 2151 N. Third. Plans are to construct CubeSmart, a climate control facility. The location is convenient for downtown residents and offices.

**Louisiana Avenue Connection** – The Commission viewed, via PowerPoint, images of the rendering of the proposed connection. Mr. Rhorer informed the Commission that the proposed project was partially funded with the TAP program. Plans are to start improvements under the Interstate and continue to seek additional funds to complete the connection to Eddie Robinson Sr. Drive

**City Hall Plaza** – The Commission viewed, via PowerPoint, a rendering of the proposed improvements and photographs of current construction. Mr. Vicknair briefed the Commission on the current construction of the plaza. The project is proposed to be complete the first quarter of 2018. The improvements should be complete in time to utilize the area for the 30 year Anniversary celebration of the DDD.

**Riverfront Plaza**– The Commission viewed, via PowerPoint, a rendering of the proposed improvements. The land survey is complete and the designers are moving forward. The Phase I upgrades will include refurbishing landscape, lighting, pathways, sound system and kiosk.

**North Blvd. Town Square Phase II** – The Commission viewed, via PowerPoint, a rendered image of the proposed improvements. Mr. Vicknair informed the Commission the agreement will be introduced to the Metropolitan Council Wednesday, September 13, 2017. Phase II will also include the installation of a visitor's kiosk at 4<sup>th</sup> & North Blvd.

**Riverfront Wayfinding Signage** – The Commission viewed, via PowerPoint, a rendered image of the proposed signage. Mr. Vicknair informed the Commission the project was awarded to Traffic Control Products and will include 25 wayfinding signs and 15 kiosks. The signs will be installed in the next few months.

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, a photograph of City Plaza Parking facility. Mrs. Whitney Hoffman Sayal informed the Commission that the committee is moving forward with updating the UDC overlay district, waste ordinance and utility ordinance. Working with DPW Permits and Inspections to finalize the utility ordinance and DPW Environmental Services to finalize the waste ordinance.

The winner of the August Downtown Distinction Award is City Plaza Parking Facility. Mrs. Hoffman Sayal recognized Gary Black and his staff from Wampold Companies for their efforts. The winners are promoted on social media outlets and the category for September is Church/Non-Profit.

**North Blvd. Overpass** – The Commission viewed, via PowerPoint, a photograph under the North Blvd. Overpass. Mr. Rhorer informed the Commission that the city cleaned under the North Blvd. Overpass. Lighting and fencing around the area will be installed in November 2017.

**New Business – Emergent Method** – The Commission viewed, via PowerPoint, a photograph of the interior of the new offices. Mr. John Snow, informed the Commission that the management consulting firm has relocated their offices to the corner of Laurel and Lafayette. Mr. Philip LaFargue encouraged anyone to stop by the office.

**9. Events** – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Vicknair briefed the Commission on the following events.

- Wine Walk Wednesday – Wednesday's
- Louisiana Clean Fuels Event – September 14
- Live After Five – Sept. 15,22,29, Oct. 6,13,20,27
- St. Jude Walk / 5K – September 16
- Tacos + Tequila – September 22
- Marche De Galvez – September 24
- Sunday in the Park / Love Peace and Unity Event – October 1
- White Cane Safety Day – October 4
- Geaux Ride – Thursday's
- Commerce Building and Magpie Rooftop Event
- B. R. Arts Market – October 7
- LGBT Festival – October 8
- Preserve Louisiana/Old Governor's Mansion
- Belle of Baton Rouge Events
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- LASM
- USS Kidd

**10. 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.

**11. Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the CPEX logo. Mrs. Rachael DiResto briefed the Commission on the speakers for the 2017 Louisiana Smart Growth Summit scheduled for November 7 &8 at the Manship Theatre at the Shaw Center for the Arts and encouraged everyone to save the date. For more information or to register visit the web site at [www.summit.cpex.org](http://www.summit.cpex.org).

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer thanked the loyal market shoppers for their support of the market and briefed the Commission on the following events:

September 16 – Healthy Coach Chef demonstration

September 23 – Kid's Sprout event

**Downtown Business Association (DBA)** – The Commission viewed, via PowerPoint, an image of the DBA logo. Mr. Vicknair encouraged everyone to attend one of the upcoming Live After Five concerts.

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

**13. Public Comment** – Mary Durusau, Old State Capitol, briefed the Commission on the upcoming events:

- Thursday, September 28 – Exhibit Opening Reception: Lest We Forget: Centennial of WWI
- Thursday, October 26 – Spirits of Louisiana

Mr. David Beard, USS Kidd, encouraged everyone to visit the in house exhibit at the USS Kidd.

Ms. Renee Chatelain, Arts Council, briefed the Commission on the upcoming event:

- Thursday, September 14 – “Arts Judicata”, celebration of lawyers who are artists, proceeds benefit the Baton Rouge Bar Foundation. 6:00 p.m. – 8:30 p.m.

Ms. Rannah Gray, informed the Commission that the final EBRP Open House meeting to update the Long Range Transportation Plan is scheduled for Wednesday, September 13, 4:30 p.m. – 7:00 p.m. at the Main Library. Everyone was encouraged to attend as well as fill out the survey online at [www.crpcla.org](http://www.crpcla.org).

Ms. Lauren Barrett, FMOLHS, briefed the Commission on the Farm to Work program and encouraged anyone interested to visit [www.ourhealthylives.org/farm-to-work](http://www.ourhealthylives.org/farm-to-work)

Ms. Ann Vail, Executive Director & Clean Cities Coordinator, briefed the Commission on the upcoming event:

- Thursday, September 14 – Louisiana Clean Fuels –11:00 a.m. – 2:00 p.m. at North Blvd. Town Square

Ms. Mary Stein, Assistant library director, briefed the Commission on the upcoming event:

- September 24, Marche de Galvez, 2:00 p.m. at Galvez Plaza

Mr. Jack Koban briefed the Commission on Baton Rouge Emergency Aid Coalition (BREAC) and encouraged everyone to visit the web site at [www.breac225.org](http://www.breac225.org).

Mr. Kearny thanked Mr. Tharp for hosting the event.

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