

DDD Commission Meeting
May 9, 2017, 8:00 a.m.
TradeMark, 326 Third Street

Attending: Eric Dexter, Fran Gladden, Scott Hensgens, Ric Kearny,
Melanie Montanaro

Absent: Gordon LeBlanc, Cheryl McCormick

Others in Attendance: Copper Alvarez, Paul Arrigo, Guy Avellone, Brad Bates, Diane Baum, Bliss Bernard, Gary Black, Ben Blackwell, Shannon Blakeman, Timothy Boone, Kevin Broussard, Gayle Carnahan, Bubba Cashio, Renee Chatelain, Katherine Chenevert, Melanie Couvillion, Suzette Crocker, Shelby Daugherty, Michael Day, Frank Duke, Mary Durusau, Darius Evans, Phil Fernberg, Sage Foley, Jack Fugro, Joey Furr, Sonita Hawkins, Anita Hebert, Scott Higgins, Courtney Hunt, Rebecca Jacobs, Stacy Jamieson, Mary Johnson, Kade Jones, John Kaufman, Sharon Kleinpeter, Jack Koban, Beverly LeBeau, Marissa Lingoni, Michelle Mahaffey, Lauralyn Maranto, Mary Jane Marcantel, Fr. Pat Mascarella, Donnie Miller, Ben Moran, Mikeila Morgan, Grant Murphy, Tine Neames, Dyke Nelson, Chris Neumann, Shawn Nolan, Mary Olinde, Michael Petty, Angie Ray, Lauren Ray, Davis Rhorer, Gabrielle Roussel, Fredrick Sargent, Whitney Sayal, Emily Sulzer, Casey Tate, Walter Tharp, Norman Theriot, Elizabeth Thomas, Lauren Tompkins, Ann Trappey, Clark Vega, Gabe Vicknair, Hayley Westphal, Councilwoman Tara Wicker, Samaer Zaitoon

1. Mr. Ric Kearny called the meeting to order.
2. Mr. Ric Kearny declared a quorum.
3. Mrs. Fran Gladden moved to approve the agenda, Mr. Scott Hensgens seconded and the agenda was approved.
4. Mr. Scott Hensgens moved to approve the April 11, 2017 minutes, Mr. Eric Dexter seconded and the minutes were approved.

Mr. Kearny recognized Ms. Rebecca Jacobs, Director of Catering & Special Events of TradeMark Concepts and thanked her for hosting the Commission meeting. Ms. Jacobs welcomed everyone to the TradeMark and encouraged everyone to contact her for rental information.

5. **Board Action** – There was no board action.
6. **Governmental Issues** – There was no information to report.
7. **Update from Previous Board Meeting – Budget Supplement** – The Commission viewed, via PowerPoint, images of expanded boundary, current website and map of the central green. Each Commissioner received a copy of the newspaper article.

Mr. Rhorer recognized Ms. Sharon Kleinpeter, assistant to Councilwoman Freiberg. Mr. Rhorer informed the Commission that the Metropolitan Council unanimously approved the requested \$100,000 budget supplement which will be utilized for the following three items:

- Master Plan for the expanded DDD territory – \$50,000
- Redesign and enhancement of the DDD website – \$30,000
- Schematic planning for Riverfront Master Plan projects – \$20,000

8. Development Initiatives – Development Underway – The Commission viewed, via PowerPoint, photographs of current projects. Mr. Rhorer informed the Commission that there are 15 projects that are currently underway. Mr. Rhorer briefed the Commission on the following projects:

- Downtown Library
- Lofts @ 6C
- Beauregard Quarters
- River House

Riverfront / Nightlife Oversight – The Commission viewed, via PowerPoint, a photograph of downtown nightlife, map of diversity on Third Street and a photograph of sculptures on the riverfront and a vandalized light pole. Mr. Rhorer informed the Commission that with an active Third Street there have been some issues with the bars. The DDD will be meeting with City Police to discuss the Diversity on Third Street and how to respectfully respond to issues affecting all investments types downtown. Mr. Rhorer commended Ms. Mary Jane Marcantel, Visit Baton Rouge and the City Police. There was also vandalism on riverfront to the sculptures and light poles. Mr. Rhorer commended Mr. Bubba Cashio for his assistance in the repair of the light poles.

Forte & Tablada – The Commission viewed, via PowerPoint, an aerial photograph indicating the location of Forte Tablada. Ms. Ann Trappey, CEO/ President, informed the Commission that Forte Tablada, engineering and land surveying business will be constructing an office building in downtown east at 1029 North Blvd. The project is currently in the development phase and they are planning a 25,000 to 30,000 square foot office space, potentially with some space available for lease. Currently the development is proposed to be complete by 2020.

Downtown Greenway – The Commission viewed, via PowerPoint, photographs of the greenway. Mr. Gabe Vicknair informed the Commission that 1000 lycoris bulbs (Spider Lilies) have been planted on the North Blvd. portion of the greenway. The East Blvd. portion of the Downtown Greenway has completed 95% construction drawings which are currently under review by DOTD.

North Blvd. Town Square Phase II – The Commission viewed, via PowerPoint, rendered images of the proposed improvements. Mr. Vicknair informed the Commission that drawings are being adjusted to reflect minor changes to St. Philip. The original plan for the St. Phillip promenade was a 16' wide walkway but has since increased to 24' wide. The existing width of the promenade (24') was agreed upon with the Old State Capitol for logistical purposes. The project is expected to be bid out in July 2017.

City Hall Plaza – The Commission viewed, via PowerPoint, a rendering of the proposed improvements and photographs of current construction. Mr. Vicknair informed the Commission that the demo is approximately 95% complete and the decking is being prepped for waterproofing. The parking for City Hall will open in about two months and the project is proposed to be complete the first quarter of 2018.

Downtown Maintenance Committee – The Commission viewed, via PowerPoint, a photograph of the St. James Episcopal School playground. Mrs. Whitney Sayal informed the Commission that St. James Episcopal School located at 150 3rd Street, was awarded the May Downtown Distinction Award for the outstanding business in the Education category. Ms. Lauren Ray, head of school, accepted the award and expressed her appreciation for the recognition. The winners are promoted on social media outlets and the category for June is restaurants. Mrs. Sayal briefed the Commission on the upcoming meetings:

- May 9 – Ordinance Subcommittee meeting
- July 20 – Overall maintenance meeting

Cane Land Distillery – The Commission viewed, via PowerPoint, a photograph of the outdoor patio and interior of the distillery. Mr. Walter Tharp, owner, thanked everyone for their support of the project located at 760 St. Phillip Street and informed the Commission that the construction of the courtyard will be complete the end of the week. VIP night is scheduled for Friday, May 19, from 6:00 p.m. – 10:00 p.m. and the public Grand Opening is Saturday, May 20, from 11:00 a.m. – 9:00 p.m. The distillery will be open for tours and is available to host events. Mr. Rhorer expressed that this will definitely be a tourist attraction.

Development Toolkit Update – The Commission viewed, via PowerPoint, an image of the cover for the toolkit. Each Commissioner received a draft copy of the toolkit. The development toolkit is an inventory of where we are economically downtown. The final version will be completed by the end of the week and will be available on the DDD website.

New Business – DLF Connectz – The Commission viewed, via PowerPoint, a photograph of the interior of the business. Mr. Dee Evans informed the Commission that the tennis shoe and clothing store is located at 207 Florida Street and are in the business to buy, sell and trade tennis shoes. They also specialize in cleaning and restoration of tennis shoes. The grand opening is scheduled for Sunday, May 21 at 1:00 p.m.

Red Stick Adventures – The Commission viewed, via PowerPoint, a photograph of the tour bus. Mr. Casey Tate informed the Commission that Red Stick Adventures has expanded their tours and now includes downtown and LSU. A representative will attend the June board meeting and provide more information.

Iberia Bank – The Commission viewed, via PowerPoint, an image of the invitation. Mr. Norman Theriot, Branch Manager, informed the Commission the Grand Opening is scheduled for Tuesday, May 16, 5:30 p.m. - 7:00 p.m. at the Water Mark Hotel, 150 Third Street. Everyone was encouraged to join the celebration and tours of the bank will be available during the event.

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

- Crawfish King Cook Off – May 12
- Live After Five – May 12, 19, 26 & June 2
- FuturEBR Update – May 16
- LUMCON Event / Red Wig Walk – May 20
- For Our Fallen Hero Hump March – May 26
- Run for the Children – May 27
- Baton Rouge Concert Band Memorial Day Concert – May 29
- Baton Rouge Arts Market / CANN 5K / Baton Rouge Peace Fest – June 3
- Preserve Louisiana/Old Governor's Mansion
- 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. There was no information to report.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Emily Sulzer encouraged everyone to visit the market this weekend for Mother's day gifts. The annual ten-week summer festival "Fresh Fest" kicks off Saturday, May 27 and ends July 29, 2017.

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

- DBA members were encouraged to vote on the DBA board of Directors.
- Rescheduled today's Lunch and Learn – "Go Paperless" to Thursday, June 1, 11am – 12:30 p.m.
- Rescheduled May 5th Live After Five and added a concert Friday, June 2, 2017
- DBA will begin member polling
- DBA is working with the Peace Fest scheduled Saturday, June 3, 2017.

12. Correspondence – There was no correspondence.

13. Public Comment – Mr. Dyke Nelson, downtown east resident, requested the following:

- lights and camera's added under the North Blvd. overpass
- Police patrol extended to the area

Mrs. Renee Chatelain thanked everyone involved with the recent "Ebb & Flow" festival, especially DPW, DDD and Visit Baton Rouge.

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Mrs. Chatelain expressed the importance of the sculpture exhibit “Borders” that is located throughout the riverfront. There will be interactive activities with the sculptures and a sensory tour coming soon.

Mr. Frederick Sargent with Electronic Media briefed the Commission on his business and encouraged businesses or anyone wanting to promote an event to contact him after the meeting.

Ms. Diane Baum, CEO, Environmental Director, Baum Environmental Group, informed the Commission that her firm is developing an erosion control plan for the future building of the Louisiana Contractors Board at the corner of North Street and N. 6th Street. This will include fencing around the site and advertising is available on the fence fabric. Anyone interested in advertising on the panels is encouraged to contact Ms. Baum following the meeting. Mr. Rhorer recommended Ms. Baum contact the DDD office and the Planning Commission to obtain approval for the advertised panels.

Ms. Courtney Hunt, Visit Baton Rouge, reminded everyone that the 2017 USBC Women's Championships will be held at the Raising Cane's River Center through July 9, 2017. Ms. Hunt encouraged downtown merchants to welcome the participants by placing a welcome poster in their window.

Ms. Katherine Chenevert, Manners of the Heart, informed the Commission that the organization is a local nonprofit with the mission to restore respect to our society and briefed the Commission on their first community movement called #BRRespect. #BRRespect is a social movement in Baton Rouge, which gives every citizen of our community a weekly good deed to perform for others. #BRRespect asks each of us to be someone great and to do something great. Everyone was encouraged to visit the web site www.mannersoftheheart.org.

Mr. Michael Day, Raising Cane's River Center General Manager, briefed the Commission on the upcoming events at the Raising Cane's River Center.

Mr. Kearny recognized Councilwoman Tara Wicker. Councilwoman Wicker commended the community for moving forward in a positive direction despite the incidents that transformed the city this past year. She encouraged everyone to continue to move forward.

Mr. Kearny thanked Ms. Jacobs for hosting the meeting at TradeMark.

Meeting adjourned at 9:00 a.m.