

DDD Commission Meeting
September 8, 2015, 8:00 a.m.
Capitol Park Welcome Center, 702 River Rd.

Attending: Scott Hensgens, Gordon LeBlanc, Cheryl McCormick, Melanie Montanaro

Absent: Fran Gladden, Ric Kearny, Sevetri Wilson

Others in Attendance: Copper Alvarez, Joe Anthony, Prescott Bailey, Alicia Baron, Frances Bennett, Charles Bennett, Tom Bergman, Gary Black, Virginia Black, Ben Blackwell, Shannon Blakeman, Timothy Boone, Ryan Broussard, Kevin Broussard, Neva Butkas, Helen Butts, Renee Chatelain, Whitney Cooper, Michael Day, Mary Durusau, Judy Foust, Joseph Furr, Ranah Gray, Ryan Holcomb, Tom Holden, Courtney Hunt, Mary Johnson, Nicki Jordan, Bliss Kelley, Lori Lasseigne, Jason Lockhart, Diane Losavio, Lauralyn Maranto, Mary Jane Marcantel, Mikela Nagura, Dyke Nelson, Lisa Nice, Chris Nichols, Shawn Nolan, Mary Olinde, Tamara Palmer, Melissa Parmelee, Michael Petty, Lluvia Peveto, Duane Pierce, Andy Pino, Sahajo Pitre, Eric Poche, Tina Rance, Margaret Read, Eric Relle, Leif Remo, Davis Rhorer, Stephanie Riegel, Stephanie Rivers, Bob Schmidt, Ray Scriber, Larry Selders, Casey Sessums, Darlene Shingleur, Sarah Stafford, Karen Stagg, Craig Stevens, J. T. Sukits, Emily Sulzer, Casey Tate, Veach Tucker, Clark Vega, Gabe Vicknair, Brad Watts, Julia Lundy-Windfrey

1. Mr. Scott Hensgens called the meeting to order.
2. Mr. Scott Hensgens declared a quorum.
3. Mrs. Cheryl McCormick moved to approve the agenda, Mrs. Melanie Montanaro seconded and the agenda was approved.
4. Mrs. Melanie Montanaro moved to approve the August 11, 2015 minutes, Mrs. Cheryl McCormick seconded and the minutes were approved.

Mr. Davis Rhorer thanked the Capitol Park Welcome Center for hosting the meeting.

5. Board Action – There was no board action.

6a. Governmental Issues – Courtyard by Marriott – 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 Windsor Aughtry, owner of the Courtyard by Marriott, has been meeting with the Metropolitan Council members. Mr. Gordon LeBlanc encouraged everyone to contact their Metropolitan Council representative and express the importance of the TIF for this project.

6b. Development Initiatives – Rotary Centennial Project Update – The Commission viewed, via PowerPoint, an image of the project site, Rotary logo, photographs of examples of art pieces from the top 3 finalists. Mr. Rhorer informed the Commission that the Rotary Centennial Committee has meet with two of the three candidates for the project, the third candidate will present this week. They will present their concept ideas during the month of November 2015.

210 Laurel – The Commission viewed, via PowerPoint, a rendering of the proposed renovations to the exterior of the building. Each Commissioner received a copy of the newspaper article. Mr. Prescott Bailey, developer, informed the Commission that he purchased the building at 210 Laurel Street and plans are to add two floors to the building with the first two floors retail / office and top floor residential. Construction drawings are expected to be complete in approximately two weeks and proposed ground breaking November 2015.

640 Main Street – The Commission viewed, via PowerPoint, a rendering of the proposed renovations to the exterior of the building. Each Commissioner received a copy of the newspaper article. Mr. LeBlanc purchased the building at 640 Main Street and is in the process of restoring the building which should be complete the end of 2015. Mr. LeBlanc also purchased the building at 626 Main Street which is currently occupied and will be renovated in approximately 3 – 4 years.

Coca Cola Sign – The Commission viewed, via PowerPoint, a photograph of the sign. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that an announcement will be made soon regarding the resolution over the Coca Cola sign.

Enterprise Zone Program – The Commission viewed, via PowerPoint, an aerial photograph indicating the enterprise zone. Mr. Gabe Vicknair informed the Commission that most of the DDD is within the Economic Development Zone, but Matherne's Grocery was not located in the zone. The DDD worked with Councilwoman Tara Wicker to move an underutilized enterprise zone into downtown which allowed Matherne's Grocery to take advantage of the tax incentives.

Water Campus – The Commission viewed, via PowerPoint, rendering of the Water Institute of the Gulf's Headquarters, Research and Interpretive Center. Each Commissioner received a copy of the newspaper articles. Mrs. Tina Rance informed the Commission that the Water Institute of the Gulf's Headquarters, Research and Interpretive Center will be constructed on the old city dock. The 33,000 sq. ft. facility will include a conference center, offices, exhibit areas, research labs and gallery. They also broke ground on the Center for River Studies building. The 50,000 sq. ft. facility will house the small scale model of the Mississippi River. Later this year they will break ground on a multi-tenant building.

525 Lafayette – Mrs. Tina Rance informed the Commission that tenants have started moving into the apartments.

Riverfront Improvements – The Commission viewed, via PowerPoint, photographs of the improvements. Each Commissioner received a copy of the newspaper article. Mr. Vicknair informed the Commission that two umbrellas have been added to the riverfront. The ribbon cutting will be held this fall in conjunction with the LASM.

Downtown Maintenance Committee – The Commission viewed, via PowerPoint, a photograph of the previous Maintenance committee meeting. Ms. Whitney Cooper informed the Commission that the subcommittees are working on the following issues:

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Enforcement Committee – Reviewing 311 system reports
Ordinance Committee – Reviewing the draft ordinance applicable to sidewalks and streetscapes
Education Committee – Working on a streetscape flyer & a secret sanitizer campaign that rewards people that do not litter or pick up litter.
Volunteer / Funding Committee – A partnership with the Mentorship Academy to involve the students in a hospitality/pick-up program downtown.

The next full committee meeting is scheduled for Thursday, November 19, 2015.

Downtown Greenway Update – The Commission viewed, via PowerPoint, renderings of the proposed greenway. Mr. Vicknair informed the Commission that North Blvd 100% complete construction documents currently being reviewed by DOTD. East Blvd. 20% preliminary designs are currently being reviewed.

Bartram Trailhead – The Commission viewed, via PowerPoint, a photograph of the trail marker. Ms. Whitney Cooper informed the Commission that Baton Rouge Bartram Trail Marker Dedication is scheduled for Thursday, September 10 at 5:30 p.m. The ceremony will take place on South Blvd. railhead near the Riverfront Promenade and levee bike path.

Repentance Park Extension – The Commission viewed, via PowerPoint, a photograph of the construction. Mr. Rhorer informed the Commission that Corps of Engineers has given approval to proceed with the construction.

North Blvd. Town Square II – The Commission viewed, via PowerPoint, an image of the rendering. Mr. Rhorer informed the commission that the plans are being finalized by DOTD and construction is expected to begin early next year.

New Businesses – River Room – The Commission viewed, via PowerPoint, photographs of the interior of the building. Each Commissioner received a copy of the newspaper article. Mr. Brad Watts informed the commission that the previous occupants Red Star, 222 Laurel Street went out of business and The River Room has taken over the lease. The establishment is a high end cocktail bar and is open for private events. The patio is expected to be complete within two weeks and plans are to eventually offer food.

Mr. Rhorer recognized Mr. Gabe Vicknair for his completion of the Louisiana Economic Development Certification program.

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.

- World Suicide Prevention Day – September 10
- Live After Five – September 11, 18, 25, Oct. 2, 9, 16, 23
- Geaux Ride – September 16
- Christ in the City Lunchtime Concert – September 17
- Escape from Baton Rouge Race – September 18
- First Baptist Church Anniversary Concert – September 27
- Hollyday's – September 30
- Sunday in the Park – October 4,11,18,25, Nov. 1, 8

- Jambalaya Jam – October 8
- Cap City Beer Fest – October 10
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- BRSO
- 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 Third Street development.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, an image of the CPEX logo. Mr. Rhorer informed the Commission that the Louisiana Smart Growth Summit is scheduled for November 3 – 5, 2015. Everyone was encouraged to visit www.summit.cplex.org for more information.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Mrs. Cooper Alvarez briefed the Commission on the following:

- BREADA will be celebrating their 19th anniversary the 1st weekend of November.
- Red Stick Sprouts program

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 briefed the Commission on the following events:

- October 1 – Membership Meeting – LASM

8. Correspondence – There was no correspondence.

9. Public Comment – Mr. J. T. Sukits briefed the commission on the online carpooling service website initiated by the Capital Region Planning Commission. A launch party for the website will be held Wednesday, September 16 at North Blvd. Town Square.

Ms. Renee Chatelain informed the Commission that the Arts Council is working with the DDD on the Festival of Lights event. Ms. Chatelain encouraged anyone that has an event during the holidays please contact the DDD or herself. Ms. Chatelain briefed the Commission on the upcoming River City Jazz Masters Series, the opening event is scheduled for Wednesday, September 30 at the Manship Theatre.

Mr. Scott Hensgens recognized Davis Rhorer's 28th Anniversary as the Executive Director of the Downtown Development District and congratulated him on his accomplishments.

Meeting adjourned at 9:00 a.m.