

DDD Commission Meeting
July 12, 2011, 8:00 a.m.
LSU Museum of Art, Turner Gallery, 100 Lafayette St., 3rd Floor

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon, Fran Gladden
Danny Montelaro, Chris Nichols

Absent: Van Mayhall

Others in Attendance: Copper Alvarez, Gary Anderson, Renee Areng, Paul Arrigo, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Charles Bennett, Gary Black, Virginia Black, Rebecca Bonnet, Kristin Brinson, Kevin Broussard, Mike Bruce, Erin Brush, Jimmy Burland, Chad Calder, Wanda Calkins, Gayle Carnahan, John Carpenter, Renee Chatelain, Doug Cochran, Cosima Clements, Erin Cochran, Tim Cockerham, Amber Cook, Bay Compton, Melissa Daly, William Daniel, Nedra Davis, Joyce Dantoni, Jeff Decoteau, Rachel DiResto, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Derek Fitch, John Fregonese, Chris Gavrelis, Brian Goad, Krista Goodin, Derek Gordon, Francis Grayson, Ashanti Green, Ted Griggs, Melanie Hanley, Katie Harvey, John O. Hearin, Caleb Heine, Ben Heroman, Jake Holinga, Ryan Holcomb, Lael Holten, Nicole Huffstetier, Jared Jacob, John Kaufman, Stafford Kendall, Bridget Kerley, Jenny Kornuta, Sarah Kracke, Ashley LaBorde, Leigh LaFargue, Debbie Lapeyrouse, Beverly LeBeau, Rose Marie Leleaux, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Fr. Pat Mascarella, Ian McGibboney, Jeff Michie, Jason Miller, Todd Mitchell, Karen Moreau, Robyn Morrison, Dyke Nelson, Gordon Nelson, Mike Odom, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Eric Poche, Skipper Post, Mike Prejean, Taylor Rainey, Buddy Ragland, Tina Rance, Margaret Read, Bill Reich, Lief Remo, Daniel Rhodes, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Trula Remson, Darlene Rowland, Kerry Ruiz, Samuel Sanders, John Schneider, Dominick Scott, Larry Selders, Casey Sessums, Ann Shaneyfelt, Darlene Shingleur, Bill Smith, John Smith, Lisa Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Suzie Thomas, Beth Thompson, Derek J. Veade, Clark Vega, Gabe Vicknair, Emily Wharton, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis, Cody Wood

1. Ms. Cheri Ausberry called the meeting to order.
2. Ms. Cheri Ausberry declared a quorum.
3. Mr. Danny Montelaro moved to approve the agenda, Mr. Derrell Cohoon seconded and the agenda was approved.
4. Mr. Norman Chenevert moved to approve the June 14, 2011 minutes, Mr. Danny Montelaro seconded and the minutes were approved.
5. **Board Action** – There was no board action.
- 6a. **Governmental Issues – Legislative Updates** – The Commission viewed, via PowerPoint, an image of the state capitol and the legislation. Each commissioner received a copy of the legislation. Mr. Jacob Holinga informed the Commission that Senate Bill 63 has been signed which will extend State Historic Tax Credits until 2016.

Capital Improvements Bond Issue – The Commission viewed, via PowerPoint, an image of the summary of the capital improvements. Each commissioner received a copy of correspondence, capital improvement plan and newspaper article.

Mr. William Daniel, acting DPW Director informed the Commission that the proposed bond proposal does not include the Alive project. Following are the components of the proposal:

- **Public Safety** – \$350 million – \$151 million prison complex and \$45 million juvenile services facility and City Hall consolidation. Financed with .25% sales tax 2.15 mills property tax
- **Infrastructure** – \$366 million – \$195 million for 40 miles of drainage work and \$79.5 million to replace the worst bridges in the parish and traffic signalization. DOTD will be testing the bridges and rating them from 0 – 10. The bridges that score a 5 or less will be replaced over a 10 year period. Financed with .25% sales tax 0.75 mills property tax
- **Economic Development** – \$32 million – River Center Phase II renovation and expansion to make the facility more compatible to attract larger conventions. Mr. Paul Arrigo, Baton Rouge Area Convention and Visitors Bureau, expressed the need to support the proposal. This component of the bond proposal will be funded by .25% sales tax and a .25 mills property tax.

Mr. William Daniel expressed the importance of the support for the proposed bond proposal and encouraged everyone to attend the presentation that will be made to the Metropolitan Council on August 3, 2011. Mr. John Carpenter informed the Commission that there will be a series of meetings with the community following the Metropolitan Council action.

Mr. Derrell Cohoon expressed the importance of the support for the proposed bond proposal as presented and moved that the DDD Commission go on record supporting the proposed bond proposal, Ms. Cheri Ausberry seconded and the motion was unanimously approved.

6b. Development Initiatives – DDD Projects Update – North Boulevard Town Square (NBTS) – Area Developments – The Commission viewed, via PowerPoint, photographs of proposed rendering and site visit to Manufab, Inc. Each commissioner received a copy of the newspaper articles, notice to proceed and notice to contractors. Mrs. Stafford Kendall, Covalent Logic, expressed that the beacon will be a unique focal point for a public space. The beacon will include a large screen that will provide information for festivals and tourists and interactive features. Mr. Gabe Vicknair informed the Commission that the staff visited Manufab, Inc. to review mockups of the design elements of NBTS. **Galvez Plaza Canopy** – The Commission viewed, via PowerPoint, renderings of proposed Galvez Canopy. The bids for the canopy are due on July 19th, 2011 followed by Metropolitan Council consideration on July 27, 2011. Completion of the Galvez Canopy is scheduled for Spring 2012.

Repentance Park – The Commission viewed, via PowerPoint, renderings of proposed renovations.

Mr. Gabe Vicknair informed the Commission that Reed Hilderbrand presented the final design to downtown stakeholders on Thursday, June 30th, 2011. Mr. Vicknair reviewed the proposed final design and expressed that the three main points of the design are Connectivity, Continuity and Flexibility.

Hampton Inn & Suites update – The Commission viewed, via PowerPoint, an image of the proposed rendering and photograph of development site. Each commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that construction plans for the hotel are moving forward.

FutureBR – The Commission viewed, via PowerPoint, a photograph of cover for the FutureBR plan. Each commissioner received a copy of the newspaper articles. Mr. Lael Holton, Planning Commission, informed the Commission that the draft plan was released last month and is available for review online at futurebr.com. Mr. Holton encouraged everyone to attend the final public meeting tonight at St. George Catholic Church from 6:30 p.m. – 8:30 p.m.

The team will continue compiling input and present the document to the Planning Commission on Aug. 22. Following a positive recommendation from Planning Commission, the FutureBR Plan will be presented to the Metropolitan Council Zoning meeting on Sept. 21, 2011.

Downtown Fit For All / YMCA Partnership – The Commission viewed, via PowerPoint, a photograph of proposed fitness stations. Mr. Caleb Heine informed the Commission that the DDD has partnered with the Charles W. Lamar YMCA and applied for a \$20,000 grant through the Blue Cross Blue Shield Louisiana Foundation Impact Grant Program. If the grant is awarded the funds will be used to purchase and install 20 outdoor fitness stations and informational trail signage. The project will also include several running routes and way finding signage. The DDD web site will have a page dedicated to downtown fitness as well as recommended race routes. Mr. Kevin Broussard, YMCA director, expressed his appreciation to the DDD for their assistance with the grant.

New Downtown Business – Downtown Snack Bar & Internet Café – The Commission viewed, via Power Point, a photograph of the building. Mr. Dominick Scott informed the Commission that the café located at 981 France Street fulfills a need in the Beauregard Town area by offering high speed internet, usage of fax machine, work stations, copier and printer. Mr. Scott introduced Mr. Cody Wood and Mr. Jared Jacob. Mr. Cody and Mr. Jacob offer web assistance and computer technical assistance in conjunction with the Downtown Snack Bar & Internet Café.

Full Circle Communications – Ms. Heather Fatzinger, owner, informed the Commission that her business is located at 635 Main Street. The business creates, executes, and manages the communications efforts of the Baton Rouge Sewer System Overflow Program. They have established a program communications hotline for receiving complaints and questions, and employ Public Information Officers to work in the community helping residents and business owners document and resolve problems related to construction. The hotline number is Hotline 588-5678.

Club Theory – Mr. Rhorer informed the Commission that the dance bar located on Main Street will be opening with the next two months.

Reich & Associates – Mr. Bill Reich informed the Commission that Reich & Associates, landscape architecture firm, has purchased the Chambers House at 301 East Blvd. and will be relocating their offices. The historic home is being renovated by Mr. Andy Simon and is expected to be complete by the end of August 2011.

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

- Foundation for Historical Louisiana Preservations Awards
- Art Melt – July 16
- Red Stick Green Drinks – July 21st
- Light up the Night Operation Smile – July 23rd
- LSU Museum of Art – George Rodrique Blue Dog exhibition
- 31st Annual Rose Awards Gala
- LASM
- Manship Theatre Events
- River Center Events

Mr. Rhorer thanked Mr. Tom Livesay for hosting the meeting at the museum. Mr. Tom Livesay briefed the Commission on upcoming events.

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. Mr. Rhorer informed the Commission that that the DDD will be presenting the strategy for the strategic plan based on recommendations in the PBR II plan.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, a photograph of the CPEX logo. Ms. Jennifer Stenhouse encouraged everyone to attend the Annual Smart Growth Summit scheduled for Aug. 17 – 19. Ms. Stenhouse reviewed the topics scheduled for the summit.

BREDA – The Commission viewed, via PowerPoint, a photograph of BREDA’s logo. Ms. Darlene Rowland informed the Commission of the following:

- New vendors at Main Street Market
 - Most Delightful – homemade granola
 - Cutrer’s Slaughter House – specialty meats
- New vendors at Red Stick Farmers Market
 - Robinson Family Farm – Organic Certified produce
 - Iverstine Family Farms – farm fresh eggs, poultry and pasture raised pork
- Fresh Fest events continues with Melon Mania this Saturday and Fresh from the Market cooking show welcomes Chef Gresham with Beausoleil Restaurant and Bar.

Ms. Rowland also reported that with the recent explosion at Smith Creamery, BREDA has received donations from their web site and thanked to everyone who has contributed and expressed their support.

8. Correspondence – There was no information.

9. Public Comment

Old State Capitol – Ms. Jan Sumrall encouraged everyone to visit the Old State Capitol gift shop and take advantage of the sale. All proceeds from the museum store directly benefit the Foundation.

Ms. Ausberry thanked the Baton Rouge City Police for their commitment to Downtown.

Ms. Suzie Thomas, First United Methodist Church, invited everyone to attend the Consecration of the Youth Building and Conference Center on Sunday, August 14, 4:00 p.m.

Mr. Rhorer introduced Mr. John Fregonese, Fregonese Associates, who is leading the FutureBR team responsible for updating the East Baton Rouge Parish’s Comprehensive Plan. Mr. Fregonese encouraged everyone to participate in the feed back of the proposed plan via email or letter to editor.

Meeting adjourned