

DDD Commission Meeting  
September 9, 2014, 8:00 a.m.  
EBR Mortgage Finance Authority, 601 St. Ferdinand Street

Attending: Norman Chenevert, Derrell Cohoon, Fran Gladden, Scott N. Hensgens, Ric Kearny, Chris Nichols, Sevetri Wilson

**Others in Attendance:** Mike Airhart, Rachel Alexander, Gary Anderson, Paul Arrigo, Victoria Arroyo, Tara Aucoin, Jenny Harbourt Aucoin, Alicia Baron, Carolyn Bennett, Charles Bennett, Frances Bennett, Tom Bergman, Gary Black, Virginia Black, Shannon Blakeman, Ben Blackwell, Timothy Boone, Jessica Boone, Benjamin Bradford, Jim Brandt, Kelli Branigan, Chelsea Brasted, Chris Brooks, Kevin Broussard, Steve Carleton, Gayle Carnahan, Rusty Clark, Kelly Connelly, Whitney Cooper, Lydia Corie, Sara Courtney, Suzette Crocker, Tom Dawson, Angela deGravelles, Genny Denton, Michele Deshotel, Kristen Diehl, Terry Elmore, Gwen Emick, Heather Fatzinger, Peyton Feigley, Cassie Felder, Judy Foust, Joey Furr, Mike Gauthier, Brian Goad, Leah Gray, Gaye Hamilton, Jason Haynes, John O. Hearin, Ben Herrington, Patrick Hodgkins, Ryan Holcomb, Courtney Hunt, David Jacobs, Mary Johnson, Alex Juan, John Kaufman, Douglas Kennedy, Nicole Kennelly, Tara Kistler, Ashley LaBorde, Joey Lambert, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Beverly LeBeau, Justin Lemoine, Cindy Littlefield, Jason Lockhart, Sam Losavio, Mario Lozanov, Richard Manship, Lauralyn Maranto, Ben Martinez, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Jeanne McNeil, Michael Mayer, Rev. David Melville, Chris Meyers, BJ Milatello, Tommy Milazzo, Anne Milneck, Melanie Motanano, Mark Moses, Shawn Nolan, Amy Norval, Mary Olinde, Ashley Ortego, Billy Overton, Vertina Overton, Kelli Parker, Melissa Parmelee, Renee Payton, Casius Peaver, Stormi Persick, Lluvia Peveto, Diane Pierce, Eric Poche, Buddy Ragland, Tina Rance, Margaret Read, , Bill Reich, Eric Relle, Leif Remo, Davis Rhorer, Darlene Rowland, Stephen Rust, Sam Sanders, Larry Selders, Casey Sessums, Jamie Setze, Darlene Shingleur, Lisa Smith, Karen Stagg, Ben Stalter, Dustin Sutton, Cherry Talbert, Velma Tarver, Casey Tate, Jeremy Theriot, Patrick Terito, Boo Thomas, Tara Titone, Michael Trufant, Veach Tucker, Clark Vega, Gabe Vicknair, Oscar Watson, Councilwoman Tara Wicker, Kyle Wilkinson

1. Mr. Norman Chenevert called the meeting to order.
2. Mr. Norman Chenevert declared a quorum.
3. Ms. Fran Gladden moved to approve the agenda, Mr. Scott Hensgens seconded and the agenda was approved.
4. Mr. Scott Hensgens moved to approve the August 12, 2014 minutes, Mr. Ric Kearny seconded and the minutes were approved.

Rev. David Melville shared a few words of wisdom. Mr. Rhorer thanked Mr. Mike Airhart, EBR Mortgage Finance Authority, for hosting the meeting and for their assistance with the greenway planning funds. Mr. Airhart briefed the Commission on the history of the organization.

Mr. Rhorer welcomed Ms. Sevetri Wilson to the DDD board. Ms. Wilson informed the Commission that she is a downtown business owner of Solid Ground Innovations, a consulting and management firm. Ms. Wilson expressed her excitement to be a part of the growth downtown.

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

**6a. Governmental Issues – Metropolitan Council Agenda** – The Commission viewed, via PowerPoint, a photograph of the DDD web page, the cover of the previous Parking Feasibility Study and Downtown Greenway. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the following items were approved by the Metropolitan Council at the Wednesday, August 13, 2014 meeting:

1. Architectural Services Contract with Design Workshop for the Downtown Greenway
2. Professional Services Agreement with Covalent Logic to redesign the Downtown Development District website
3. Professional Services Agreement with AECOM to update the 2004 Downtown Baton Rouge Parking Feasibility Study

The Commission viewed, via PowerPoint, an image of the Newspaper article. Mr. Rhorer briefed the Commission on the newspaper article “Baton Rouge: From vacant to vibrant” that was published in the Clarion Ledger Jackson, Mississippi newspaper.

The Commission viewed, via PowerPoint, a photograph of the Crest. The Crest received the 2014 Good Growth Award and the 2014 IDA Downtown Merit Award in Public Spaces – The Crest: Premier concert Venue at Galvez Plaza. This marks the seventh year in a row that the DDD has received an IDA award.

**6b. Development Initiatives – Downtown Parking Study** – The Commission viewed, via PowerPoint, a photograph of the State Parking Garage and photographs of downtown. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission the study will update the current parking demands, downtown traffic conditions and future development. Drones will be used to obtain data and the study will be complete by the end of November 2014.

**Capitol Park Improvements** – The Commission viewed, via PowerPoint, renderings of the proposed improvements and a photograph of the current construction. Mr. Mark Moses, director of Office of Facility Planning & Control, briefed the Commission on the improvements to the streets and parking lots around the State Capitol. The improvements will increase security, improve the traffic flow and include a plaza area in front of the Capitol steps. Discussion ensued.

**Onyx Development** – The Commission viewed, via PowerPoint, a proposed rendering of the exterior of the building and the interior. Ms. Tina Rance, Commercial Properties, informed the Commission that the ground breaking for the Onyx Residences is scheduled for Monday, September 15 at 10:00 a.m. The 5 story mixed used building will include 28 one and two bedroom apartments with smart home services that will overlook 3<sup>rd</sup> and Convention Streets. The building will also have 5,600 sq. ft. of retail on the 1<sup>st</sup> floor. Preleasing will begin October 2014. For more information visit [www.onyxresidences.com](http://www.onyxresidences.com).

**Greyhound Bus Service** – The Commission viewed, via PowerPoint, a photograph of the exterior of the downtown bus station. Mr. Oscar Watson, Greyhound Manager, briefed the Commission on the expansion of the bus service. Greyhound also participates in the Way Home Program that provides 30% of the ticket price to approved applicants that have a place to go home to.

**Riverfront Gateways / Riverfront Improvements** – The Commission viewed, via PowerPoint, images of the before and after of the proposed improvements in front of LASM, Repentance Park and Florida Street & River Rd. Mr. Rhorer briefed the Commission on the current improvements that have been made to the riverfront gateways and River Road:

- River Road and Florida Street improvements and bicycle access are currently under construction and completion is projected for November 2014
- As part of the Rotary 100<sup>th</sup> year celebration the DDD is partnering with the Rotary Club to construct a public sculpture on the improved riverfront
- The DDD has applied for grants that will allow for trees and sidewalks to be installed on the east side of River Rd from Florida Street to Capitol Park Welcome Center.
- 2 lane bike path will be constructed on River Road from Florida Street to Hollywood Casino as part of the transfer from the State to the City road transfer at each trailhead.
- The DDD has installed Way finding signage on the levee
- LASM – Improvements along the north side of plaza – bids open September 30, 2014

**Downtown Maintenance Committee** – The Commission viewed, via PowerPoint, photographs of beautification initiatives and maintenance issues. Mr. Rhorer briefed the Commission on beautification the DDD has initiated downtown. With the number of development projects downtown comes maintenance issues. The DDD and CPEX have formed a committee to address a list of compiled issues needed to be addressed. Mr. Richard Manship expressed that everyone has worked too hard to develop the area and needs to take ownership in keeping it clean. The committee will move forward with addressing these issues.

**Town Square Update** – The Commission viewed, via PowerPoint, a photograph of the Crest. Mentioned under item 6A. Mr. Rhorer encouraged everyone to attend the Live After Five concerts which are held in North Blvd. Town Square.

**Downtown Greenway Update** – The Commission viewed, via PowerPoint, photographs of improvements to Expressway Park and Greenway proposed renderings. Ms. Whitney Cooper informed the Commission that the form work has been completed for the greenway at Expressway Park. The project is expected to be completed by November 2014. Walk On's has partnered with BREC and the DDD to re-surface the basketball court at the park.

**New Business – Red Stick Spice Co.** – The Commission viewed, via PowerPoint, photographs of the interior of the establishment. Ms. Anne Milneck informed the Commission that she has opened a second location of Red Stick Spice Company inside the Main Street Market. The market location will be open Monday through Saturday.

**Cosi Bella** – The Commission viewed, via PowerPoint, a photograph of the interior of the hair studio. Mrs. Victoria Arroyo informed the Commission that the full service salon has opened at 240 Laurel Street and is taking appointments Monday through Saturday.

**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.

- Live After Five
- Sunday in the Park
- Pet Adoption – Sept. 14
- Yoga Practice – Sept. 27
- Hollydays – Oct. 8 – 11
- Capital Area United Way Jambalaya Jam – Oct. 9
- Columbus Day “An Evening in Concert” / Eating Disorder Walk – Oct. 11
- Columbus Day Festa – Oct. 12
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / 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.

8. **Ongoing Projects – CPEX** – The Commission viewed, via Power Point, an image of the Smart Growth Summit brochure. Ms. Tara Titone briefed the Commission on the upcoming Smart Growth Summit that is scheduled for November 10 – 12, 2014.

**BREADA** – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Darlene Rowland encouraged everyone to come to the market and visit Taste and tryout their new menu. The Market is open for breakfast and lunch Monday – Saturday.

**Downtown Business Association (DBA)** – The Commission viewed, via PowerPoint, an image of the DBA logo and an aerial image indicating the cultural district boundaries. Mr. Gabe Vicknair encouraged everyone to attend one of the remaining Live After Five concerts. Ms. Whitney Cooper briefed the Commission on the Cultural Products District meeting scheduled for Tuesday, September 23, 11:30 a.m. to be held in the Design Resource Center.

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

9. **Public Comment** – Mr. Casius Pealer, Professor of Practice, Tulane school of Architecture, briefed the Commission of the Graduate Open House, October 20, 2014.

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Mr. Steve Carleton informed the Commission that the Downtown Kiwanis Club is the longest service organization in Baton Rouge and encouraged everyone to join the club. The club provides service projects for under privileged children in Baton Rouge. Meetings are held every Thursday, 12noon at the Woman's Club. Mr. Carleton encouraged everyone to participate in the annual Pancake Festival Fundraiser which will be held on Saturday, October 11, 2014, from 6:00am to 12:30pm, at LSU's Maravich Assembly Center.

Ms. Carolyn Bennett, FHL, briefed everyone on the upcoming events:  
**September 19** – Talk Like A Pirate Day, North Blvd. Town Square  
**November 05** – Old Governor's Mansion Gala, 502 North Blvd

Mr. Norman thanked EBR Mortgage Finance Authority for hosting the meeting.

**Meeting adjourned at 9:00am.**