

DDD Commission Meeting  
October 11, 2011, 8:00 a.m.  
The Gallery at Shaw Center for the Arts, 100 Lafayette Street

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

Absent: Derrell Cohoon, Van Mayhall

Others in Attendance: Tom Adamek, Copper Alvarez, Gary Anderson, Renee Areng, Paul Arrigo, Jo Landry Bagwell, Jose Barro, Jay Basist, Jeffrey Beck, Matt Beeson, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Carla Bergeron, Gary Black, Virginia Black, Shannon Blakeman, Rebecca Bonnet, Chip Boyles, Kristin Brinson, Anne Broderick, Kevin Broussard, Mike Bruce, Erin Brush, Gary Burkett, Jimmy Burland, Rex Cabaniss, Chad Calder, Wanda Calkins, Gayle Carnahan, Stephanie Champagne, Renee Chatelain, Jennifer Chick, Doug Cochran, Cosima Clements, Erin Cocharn, Tim Cockerham, Amber Cook, Bay Compton, Helena Cunningham, Melissa Daly, John Darlinghaynes, Nedra Davis, Genny Denton, Rachel DiResto, Linda Drummond, Mary Durusau, Kendrick Ebanks, Jennifer Eller, Terry Elmore, Jon Elvert, Alicia Enloe, Robert Fannin, Heather Fatzinger, Betsy Fazekas, Cassie Felder, Pete Ferrara, Judy Fauust, Lynn Gautreaux, Clark Gernon, Brian Goad, Krista Goodin, Mark Goodson, Derek Gordon, Francis Grayson, Ashanti Green, Ted Griggs, Melanie Hanley, Katie Harvey, John O. Hearin, Caleb Heine, Ben Heroman, Ben Herrington, Marla Hill, Ryan Holcomb, Lael Holten, Danielle Honeycutt, Nicole Huffstetier, John Kaufman, Lanny Keller, Bridget Kerley, Jessica Keasler, Carrie Knight, Jenny Kornuta, Jackie Kreutzer, Ashley LaBorde, Leigh LaFargue, Melissa Landry, Debbie Lapeyrouse, Lori Lasseigne, Beverly LeBeau, Rosemary Leleaux, Justin Lemoine, David Littlefield, Tom Livesay, Jason Lockhart, Sarah Lomax, Diane Losavio, Sam Losavio, Julie Love, Suguna Mayweather, Jeff Michie, Jason Miller, Rob Miller, B.J. Militello, Todd Mitchell, Karen Moreau, Robyn Morrison, Neil Nelson, Gordon Nelson, Brent Nettles, Mike Odom, Mary Olinde, Billy Overton, Vertina Overton, Wendy Overton, Melissa Parmelee, Gary Perilloux, Lisa Perron, Ashley Pierce, Michael Platte, Eric Poche, Sgt. Pointer, Sharon Pol, Skipper Post, Taylor Rainey, George Ragsdale, Tina Rance, Margaret Read, Bill Reich, Donna Reichman, Lief Remo, Trula Remson, Davis Rhorer, Frank Rideaux, III, William Roberts, Erin Rolfs, Susan Ringwald, Darlene Rowland, Kerry Ruiz, Robyn Ryan, Samuel Sanders, John Schneider, Larry Selders, Casey Sessums, Shay Schillilng, Ann Shaneyfelt, Darlene Shingleur, Michelle Shirley, Lorraine Slade, Bill Smith, John Smith, Lisa Smith, Kelly Spell, Karen Stagg, Bill Stark, Jennifer Steinhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ryan Temple, Lisa Thibodaux, Boo Thomas, Rev. Suzie Thomas, Beth Thompson, Theresa Toussaint, Scott Varnadoe, Derek J. Veade, Clark Vega, Gabe Vicknair, Rosie Washington, Jr., Pam Welsh, Emily Wharton, Councilwoman Tara Wicker, Tom Willingham, Bubba Willis, Molly Woodland

1. Ms. Cheri Ausberry called the meeting to order.

2. Ms. Cheri Ausberry declared a quorum.

3. Ms. Fran Gladden moved to approve the agenda, Mr. Norman Chenevert seconded and the agenda was approved.

4. Mr. Norman Chenevert moved to approve the September 13, 2011 minutes, Mr. Danny Montelaro seconded and the minutes were approved.

Mr. Davis Rhorer thanked Mr. John Kaufman and Ms. Renee Chatelain for hosting the meeting.

Ms. Renee Chatelain introduced Mr. John Darlinghaynes, featured artist at the Gallery.

Rev. Susie Thomas introduced herself and shared a few words of wisdom.

**5. Board Action – Strategic Plan** – The Commission viewed, via PowerPoint, images of the Strategic Plan cover. Each Commissioner received a copy of the draft Strategic Plan. Mr. Rhorer briefed the Commission on the goals of the proposed Strategic Plan and recommended that the Commission consider approving for review the option 1 boundary expansion. **Ms. Chris Nichols moved to approve further review of option 1 for boundary expansion as proposed in the Strategic Plan, Mr. Danny Montelaro seconded and the motion was unanimously approved.**

**6a. Governmental Issues – 2012 Budget / Performance Goals** – – The Commission viewed, via PowerPoint, images of the proposed budget and proposed projects. Each Commissioner received a copy of the proposed 2012 budget and performance goals. Mr. Rhorer informed the Commission that the proposed budget for 2012 is \$603,519 with a budget supplement of \$182,350. Mr. Rhorer proposed dedicating the budget supplement for the following:

- Branding and Marketing of the Arts and Entertainment District
- Conducting a Residential Market Analysis
- Creating a Design Resource Center

Mr. Rhorer requested the Commission review the information and take action on the 2012 budget during the November Commission meeting.

**Galvez Canopy** – The Commission viewed, via PowerPoint, an image of the proposed rendering of the canopy. Each Commissioner received a copy of the newspaper articles. Mr. Rhorer informed the Commission that the Metropolitan Council accepted the low bid for the canopy. There is a pre-construction meeting scheduled for next week and a six month construction schedule to complete the canopy. Mr. Rhorer commended everyone for their support of the project.

**River Center Library** – The Commission viewed, via PowerPoint, an image of the exterior of the library. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the Metropolitan Council took action to not pass the proposed resolution to remodel the library and encouraged the library board to continue to proceed with the construction of the new library. Mr. Rhorer commended everyone for the support of the project. Mr. Rex Cabaniss, architect, thanked everyone for their continued support of the project.

**6b. Development Initiatives – International Downtown Association (IDA) Merit Award** – The Commission viewed, via PowerPoint, images of the IDA Award ceremony. Commissioner received a copy of the newspaper article. Mr. Rhorer announced that the Downtown Development District won for the 4<sup>th</sup> year in a row an IDA Merit Award for the Downtown Greenway and that he has been selected to serve on the IDA Board of Directors.

**Third Street Area Developments** – The Commission viewed, via PowerPoint, an image of the map indicating development along Third St. Mr. Rhorer reviewed the existing and planned development underway on Third Street. Mr. Rhorer expressed his appreciation for the continued development in downtown.

**North Boulevard Town Square Update (NBTS)** – The Commission viewed, via PowerPoint, photographs of current construction. Each Commissioner received a copy of the newspaper article. Mr. Gabe Vicknair reported the following update on the NBTS:

- West bound lane is expected to open in approximately 3 weeks
- Gateway structure on St. Louis is expected to be on site tomorrow
- Beacon Tower – working with Covalent Logic on the audio / visual
- Ambient Portion – Animation to music for 3 minutes
- Transit Shelter – install glass in 2 weeks

- Galvez Plaza – installing grass mid November, seating wall etc.
- Phase II – DOTD has received drawings and will review over the next 3-7 months followed by the bid process. Construction is proposed to begin in approximately 10 months.

**Repentance Park Update** – The Commission viewed, via PowerPoint, photographs of proposed renderings. The project will go out to bid Friday, October 14<sup>th</sup>, 2011.

**Florida Street / LASM Site Improvements RFQ** – The Commission viewed, via PowerPoint, an image of the proposed rendering of the intersection improvements. Mr. Rhorer informed the Commission that approval has been received from Canadian National Rail Road for pedestrian access. Department of Public Works will proceed with the process for Request For Qualification to hire designers / engineers to design the intersection improvement. Funding is included in Phase II of the North Blvd. Town Square project to implement site improvements at LASM.

**438 Main Street** – The Commission viewed, via PowerPoint, photographs of proposed renderings of the project. Mr. Norman Chenevert, architect, informed the Commission that the closing for the project is scheduled for Wednesday, Oct. 12, 2011. The project is expected to break ground in approximate two weeks. The 4 story 22 unit building will include 6 two bedroom units, 16 one bedroom units with a 10 month construction period.

**Downtown Transportation – Trolley Rouge** – The Commission viewed, via PowerPoint, an image of the Trolley Rouge flyer. Each Commissioner received a copy of the newspaper articles. Mr. Caleb Heine informed the Commission that CATS now offers a seasonal route that will highlight cultural, dining and shopping venues in Baton Rouge. The route will run on Saturdays from 10:00 a.m. until 6:00 p.m. and Sundays from 12:00 p.m. until 4 p.m. through November 26<sup>th</sup>. It will pass through downtown, Hollywood Casino and the State Capital area before stopping at hotels on Constitution and Corporate. It will also stop at Towne Center and Perkins Rowe before passing through the Garden District and returning downtown. Passes will be sold at the Hilton Hotel Capital Center, Hotel Indigo, other area hotels and at CATS headquarters. The cost for route is \$4.00, which is the cost of a regular day pass.

**Lafayette Street Rising** – The Commission viewed, via PowerPoint, images of current new development along Lafayette Street. **Viking Outdoor Cooking School** – Ms. Tina Rance commended CATS on their service. Ms. Rance informed the Commission that the Viking Outdoor Cooking School has opened and encouraged everyone to visit the web site at [www.vikingcookingschool.com](http://www.vikingcookingschool.com) and make reservations for cooking classes. Mr. Rhorer briefed the Commission on the following development on Lafayette Street.

**Tessier Building** – Mixed used development

**Hampton Inn** – Under Construction

**Aztecas Mexican Cuisine** – Under Construction

**The Third Floor** – 453 Lafayette Street, 3<sup>rd</sup> Floor

**Shaw / Hartley Vey Studio** – New marquee entrance

As proposed in PBR II and New River District the DDD will be researching the greening of Lafayette Street to make the corridor more pedestrian friendly.

**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.

- Live After Five
- Sunday in the Park
- The 13<sup>th</sup> Gate
- White Cane Safety Day / Lunchtime Lagniappe – Oct. 12<sup>th</sup>

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- Hollyday's – Oct. 12 – 15 / Hollyday's Hustle / Oktoberfest– Oct. 14<sup>th</sup>
- Grandparents Day at St. Joseph Cathedral / B. R. Italian Festa – Oct. 16<sup>th</sup>
- International Heritage Festival / Team Hope Walk for Huntington's Disease /  
LSU School of Music Concert– Oct. 23<sup>rd</sup>
- Ghost of the Castle at the Old State Capitol / Red Stick Green Drinks – Oct. 27<sup>th</sup>
- B.R. Halloween Parade / Louisiana Book Festival – Oct. 29<sup>th</sup>
- Old Governor's Mansion Gala – Nov. 3<sup>rd</sup>
- B.R. Arts Market, Red Stick Farmer's Market & Main Street Market Anniversaries /  
Dash for Diabetes – Nov. 5<sup>th</sup>
- Manship Theatre Events / River City Jazz Masters / LSU School of Art: Glassell Gallery
- River Center Events / BRSO
- LASM

7. **Strategic Plan – Plan Baton Rouge II** – The Commission viewed, via Power Point, a photograph of the PBR II cover and the topic was discussed earlier in the meeting.

8. **Ongoing Projects – CPEX** – The Commission viewed, via Power Point, a photograph of the CPEX logo. Mr. Rachel Diresto encouraged everyone to visit the CONNECT web page at [www.connect.cpe.org](http://www.connect.cpe.org) and participate in the statewide DOTD Transportation Plan update.

**BREDA** – The Commission viewed, via PowerPoint, a photograph of Tailgating Throw Down logo. Ms. Darlene Rowland informed the Commission of the following:

- Saturday, Nov. 5<sup>th</sup> – In celebration of the 15<sup>th</sup> year Anniversary of the Red Stick Farmer's Market the market will be hosting a Tailgating Throw Down. The event will include cooking cook off, music, activities, tasting wristband and cooking awards.

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

### 9. **Public Comment**

Mr. John Schneider commended Mr. Davis Rhorer for his work on downtown issues. Mr. Schneider thanked everyone for their support of Stroube's and introduced Chef Scott Varnadoe. Chef Varnadoe encouraged everyone to stop by and try the revamped menu and take advantage of the new specials.

John Smith informed the Commission that the Oct. 28<sup>th</sup> Live After Five concert will be held on River Rd. in front of the River Center. Also as part of the event Brian Harris Chevrolet has donated a truck for the "Kick it to Win" it competition.

Mr. Lynn Gautreaux, Louisiana School for the Visually Impaired, informed the Commission that the White Cane Safety Day will be based at the Shaw Center for the Arts, on Wednesday October 12. Students will be walking around downtown and distributing information pamphlets. Everyone was encouraged to welcome the students.

Taylor Rainey, Lake Quick Care, announced that the clinic now offers online check in and she will be distributing 50 coupons after the meeting for a free flu shot at the downtown clinic.

Ms. Jennifer Chick announced that the BR Halloween parade will be held downtown on Saturday, October 29 at 2:00 p.m.

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Ms. Chick encouraged everyone to bring a non perishable food item to donate to the Baton Rouge Food Bank. The Grand Marshall for the parade will be the LASM mummy. For route and additional information visit the web site at [www.10/31consortium.com](http://www.10/31consortium.com)

Ms. Mary Durusau, Old State Capitol, encouraged everyone to vote.

Ms. Rosemary Leleaux, East Baton Rouge Parish Children's Chorus, informed the Commission that the chorus will be participating in grandparent's day at St. Joseph Cathedral on October 16, 2011.

Mrs. Cheri Ausberry recognized the City Police for their service.

Mrs. Cheri Ausberry recognized Councilwoman Tara Wicker – Councilwoman Wicker thanked everyone for their continued support.

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