

PROCEEDINGS OF THE DOWNTOWN DEVELOPMENT AUTHORITY TAKEN AT A
REGULAR MEETING ON THURSDAY, JANUARY 9, 2020.

Those present: Miles Matt, Mike Delcambre, Lisa Thomas, Ross Fontenot, Jim Keaty, Gus Rezende and Greg Walls

Those absent: None.

Staff present: Anita Begnaud, Amy Trahan, Maureen Dugas Foster, and Hunter Hebert.

Others present: Brad Robin, Jim Bourgeois, Bruce Conque, Maggi Bienvenu, Katy Dupre, Neil Lebouef, and Stephen Ortego.

The meeting was called to order by Matt.

Public comment cards were available on table in the back of room for anyone who wished to speak in regard to items on the agenda.

Administrative Approvals/Reports

December Minutes – The December Minutes were presented for approval. Keaty motioned to approve as presented, Walls seconded, all voted in favor.

Adjusted 2020 Meeting Calendar - The Adjusted 2020 Meeting Calendar was presented for approval. Delcambre motioned to approve the 2020 Meeting Calendar as presented, Keaty seconded, all voted in favor.

CEO Update

Begnaud thanked the board for their support in regard to the Downtown Economic Development Districts. Begnaud noted that the final public hearing and final adoption will be on February 18, 2020. Begnaud encouraged all to attend. Begnaud noted that she has been in contact with both new Downtown City and Parish Council members, Glenn Lazard and AB Rubin. Begnaud noted that she has been appointed chair to the Downtown subcommittee of the UDC committee to review the UDC for possible updates. Begnaud noted that she would be reaching out to board members for feedback on their experience as business owners in relation to the UDC. Begnaud also noted that on January 30, 2020 DDA and DLU will have a 2020 kick off social and presentation on the Strategic Plan presented by Emergent Method. Begnaud also noted that DDA is partnering with the Realtor Association to host an elected official reception at Rock N Bowl on February 13, 2020 from 5:30-7:30pm.

Wayfinding Update

Begnaud noted that she has been working with Lebouef with LCG, Ortego with SO Studios, and Hebert to move forward on creating wayfinding for Downtown. Lebouef and Ortego presented the board with their initial plans for wayfinding in Downtown. Discussions continued.

Reports/Updates

Operations - Hebert noted that \$60,000 of the \$100,000 allocated in the 2019 budget for the Façade Improvement Program was spent. Hebert noted that in 2020 the budget for this program was lowered to \$60,000 in order to make the program a little more competitive. Hebert noted that the using the Maintenance and Operations budget, DDA plans to faze in new trash cans over the

next five years. Hebert also noted that he is working on moving forward on a parc study to find out what needs to be done long term and short term to maintain and improve the downtown parcs.

Business Development – Not present.

Councilman Update – Not present.

PD Security Update - Robin noted that LPD plans to extend patrol times to increase coverage during daytime hours. Robin also noted that LPD plan to increase usage of Segway and horse patrol. Robin also noted that LPD is focusing on graffiti and vandalism downtown.

There was no further business and the meeting was adjourned.