

PROCEEDINGS OF THE DOWNTOWN DEVELOPMENT AUTHORITY TAKEN AT A
REGULAR MEETING ON THURSDAY, APRIL 4, 2019

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

Those absent: None.

Staff present: Anita Begnaud, Jolene Harris and Hunter Hebert.

Others present: Corey Jack, Carlee Alm-LaBar, Blake Douet, Eric Crozier, Samuel Oliver, Stephen Ortego, Brett Mellington, Ravi Daggula/Mouton House Bed & Breakfast, Kevin Blanchard and Brad Ridge.

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 regards to items on the agenda.

Administrative Approvals/Reports

March Minutes – The March Minutes were presented for approval. Walls motioned to approve the March Minutes as presented, Fontenot seconded, all voted in favor.

February Financial Statements – The February Financials were presented for approval with Harris making note under the projects, the \$13k in the capital projects line was for the window awnings and signage made by All Star. There being no further comments or questions, Fontenot motioned to approve the February Financial Statements as presented, Walls seconded, all voted in favor.

CEO Update

Begnaud noted the following:

Greenville Leadership Exchange Takeaways – Begnaud noted that there were several in the room that had gone on the Greenville Leadership Exchange who attended today to give feedback. Begnaud further noted that she wanted to frame her feedback from the perspective of One Acadiana, the regional economic development and local chamber of commerce who 5 years ago made the revitalization of the core one of their 3 main priorities of their organization, and because of this, they began taking trips to various cities throughout the country to look at what those cities did from an economic development perspective to revitalize their core. The major takeaway from those last 5 years were 1) a strong region began with a strong core, 2) leadership all collaborated together with downtown being a major priority, 3) intentional philanthropy on big projects that would move the needle. Begnaud passed around handouts that noted the specific takeaways for Greenville and made note of the following: the community was serious about planning and implementation; development was catalyzed by public-private partnerships; several major projects were detailed as The Peace Center, Fluor Field, Hyatt Hotel, Westin Poinsett, and The Bookends. It was further noted that Greenville did not begin to really grow until about 6 years ago where the city funded 12 parking garages in their downtown, the city built 30 to 40 units of residential per year and then the private sector stepped in to begin building units. Discussions followed. Other comments from those that attended the Leadership Exchange

were noted as follows: Greenville funded the parking towers in order to bring developers into their downtowns knowing that if the developers were successful, the city would gain from that perspective; a TIF district was established to help with funding the parking garages and streetscapes as well as their general fund; less than 5 years prior, Greenville had less than 500 residential units in their downtown and today 2600 with another 2000 hotel rooms; there were 20 restaurants several years prior with 180 today. It was further noted that the city of Greenville funded the public infrastructure of the projects whereas developers in Lafayette had to fund the public infrastructure such as sidewalks, parking spaces, drainage/sewer, etc. which came to about 4% of the project cost. There were concerns in Greenville today on uncontrolled growth and not having enough office space investment but there were plans for another study on office and retail recruitment strategies to create the 24 hour downtown. Discussions continued.

Buchanan Redevelopment Site RFP – Begnaud noted that the RFP had gone out a few weeks back and she had been having conversations with various developers who were interested in the DDA's vision for the Buchanan site. There were also smaller developers interested in partnering with other developers. There would be a meeting the following week which would be a public meeting and the board was encouraged to invite folks that were interested in knowing more about the RFP where the Administration would be in attendance to answer questions and there would also be an open discussion. All board members were encouraged to attend this meeting and a calendar invite would be sent to the board. Discussions followed.

Main Street Project – Begnaud and Matt would be meeting with Mayor President Robideaux on Friday, Begnaud noted and that Pat Lewis and Bruce Conque were working towards getting the larger group of folks that were all pertinent to this project together for a meeting. It was further noted that Begnaud and Matt should have more of an understanding of how to move forward for the next few weeks once they meet with Mayor President Robideaux.

General Updates – Begnaud noted that she continued to engage folks who were interested in the façade improvement grant program, and there was also an individual talking about opening a market downtown who intended to sign a lease. More information would be shared with the board as developments progressed.

Reports/Updates

Business Development – There were no business developments at this time.

Operations – Hand-outs of the Downtown Maintenance and Operations Plan were passed around for review with Begnaud making note that as Hebert was out meeting and talking with folks, he was engaged in learning about maintenance items and items that could be improved. The hand-out was for the board to review and would be brought back to the table at the May meeting as this was a proposal to allocate 10% of DDA's annual revenues toward a Downtown Maintenance and Operations line item. This would be an opportunity to look at potential projects through a 3 prong lens to include, price, priority, and partnerships. Discussions followed.

Councilman Update – There were no further updates.

P.D Security Downtown – Captain Ridge noted they were down one officer due to an injury where there was currently only one officer downtown on the detail in hopes the officer would be back the following week.

Congratulations were given to Gus Rezende, who was named Junior Achievement Rising Young Business Leader of the Year.

There was no further business and the meeting was adjourned.