

# DDD COMMISSION MEETING, MINUTES

February 11, 2025

Capitol Park Museum, 660 North 4<sup>th</sup> Street

**Board Members in Attendance:** Mr. Eric Dexter-Chairman, Mr. Prescott Bailey-Vice Chairman, Mr. Patrick Michaels-Treasurer, Mr. Gary Jupiter-Secretary, Mr. Philip Jordan, Mr. Joshua Hollins, Ms. Suzanne Turner

**Absentees: None**

**Others in Attendance:** Whitney Hoffman Sayal, Casey Tate, Ibora Udoh, Schuyler Olson, Ute Cress, Stacy Simon, Jordan Arceneaux, Jeff Gober, Collin Lindrew, Mary Durusau, Nick Lantana, Tim Boone, Brian Goad, Yolandre McCray-Moore, T.C. Lam, Landon Hester, Angela DeGravelles, Rachel Fennie, Cody Scallions, Paul Groves, John O. Hearin, Charles Daniel, Jeffery Corbin, Timesha Raoof, Khalil Raoof, Chaselyn Grant, Franklin Lassiter, Alysia Guin, Emily Mastrantonio, Jill Kidder, Bridget Gaffney, Mary Jane Marcantel, Rannah Gray, Sarah Noles, Caroline Marse, Karen Soniat, Amanda Lanata, Boo Thomas, June Peay, Jason Crain, Jake Polansky, Marie Stagg, Mahalie Kyzar, Jarrett Cohen, Mysti Byrnes, Edwin Beraud, Barbara Freiberg, Gary Black, Laurie Mitchell

1. Eric Dexter called the meeting to order and declared a quorum.
2. Eric Dexter moved to approve the agenda. Prescott Bailey made a motion to approve the agenda, Patrick Michaels seconded, and the motion was approved.
3. Prescott Bailey motioned to approve the minutes from the December 10, 2024 meeting, Philip Jordan seconded, and the motion was approved.

Eric Dexter welcomed everyone to the meeting and introduced Cody Scallions, Director of the Capitol Park Museum. The museum is a 10,000-square-foot venue that overlooks the State Capitol and features a space that reflects the history and culture of Louisiana. He stated that downtown represents the heart of the city and the presence of the audience today represents the shared commitment to the continued growth and prosperity of downtown. Mr. Scallions thanked everyone for attending and being allowed to host the meeting at Capitol Park and looks forward to the upcoming initiatives, ongoing projects, and possible new opportunities aimed at elevating the vibrant downtown area.

Whitney Hoffman Sayal announced that two Commission Board members are ending their terms on the Commission. Tara Titone, who is not in attendance and is being replaced by Susan Tuner, representing Beauregard Town. Whitney acknowledged Prescott Bailey, who has been instrumental to the DDD, especially during the transition in 2021, the time of Davis Rhorer's passing. Whitney acknowledged Prescott for all of his hard work and dedication, thanked him for his service, and presented him with a plaque honoring his tenure on the DDD Commission from 2019–2025.

## 4. Board Action:

- **Officer Election** – Whitney Hoffman Sayal announced that the DDD Commission needs to elect new officers for the year; the officers are elected at the first meeting as they are transitioned on an annual basis. Whitney asked for any nominations from the Commissioners. Eric Dexter made a motion to make a nomination for Patrick Michaels, Chairman, Gary Jupiter, Vice Chairman, Philip Jordan, Treasurer, and Joshua Hollins, Secretary. Joshua Hollins seconded the motion, no opposition, and the motion passed.

**2025 Carry Forward Funds** – Whitney Hoffman Sayal updated the Commission. Each year at the end of the year, DDD projects what funding is available to carry forward into the new year. DDD has savings remaining from the previous two years due to a shortage of staffing; however, the DDD is now fully staffed as of April 2024. The savings from the past two years will be used and implemented on projects throughout downtown. A workgroup was formed with DDD Commissioners to go through and prioritize projects for the 2025 year. The Commission viewed, via PowerPoint, a list of projects on which the carry-forward funds are being used for a total of \$236,200.00:

- Placer AI - location intelligence and foot traffic data
- Mood – Commercial Database
- Social Media – Schuyler Olson, Design & Marketing
- Operations Plan – How the DDD can increase funding
- Lighting Supplemental Contract – Artistic lighting under I-110
- Walls Project Downtown Greenway Civil Rights Art – Beauregard Town
- Spanish Town Project – Security Cameras
- Interns – College
- Website- Security Update
- Neighborhood Events – Quarterly
- Catholic-Presbyterian Apartment Bench – near bus stop
- Street Trees – over 100 missing trees
- Updated Downtown Photos -Marketing
- Bistro Table & Chairs – North Boulevard Town Square
- Bench Dividers/Arm Rest – Florida Street
- Trash Can Refurbishment/Replacement – Third Street

A motion was made by Gary Jupiter to approve the projects for the carry-forward funds, seconded by Joshua Hollins, and the motion was approved.

- DDD State Legislation – Whitney Hoffman Sayal briefed the Commission on the proposed changes to the DDD State Legislation. The DDD was established through State Legislation in 1984 and updated in 2012 when the boundaries were extended. This fall, the DDD updated its bylaws, which is part of the strategic plan to align the State Legislation and Bylaws and generally clean up some language. Whitney thanked the Executive Committee Work Group, including Eric Dexter and Josh Hollins, for helping draft the proposed legislation to submit to the legislative session this spring. A motion was made by Josh Hollins to approve the changes to the DDD State Legislation, seconded by Eric Dexter, no objections, and the motion was approved.

## **5. Governmental Issues:**

- **2025 City Parish/DDD Budget** – Whitney Hoffman Sayal updated the Commission on the status of the City-Parish/DDD budget. Mayor-President Broome requested all departments submit a 10% and 20% budget cut for 2025. A 9% budget cut was proposed for DDD, and the City-Parish allocation went from \$138,230 to \$125,790, which was approved by the Metro Council in December 2024.
- **DDD Millage Rollback**– Whitney Hoffman Sayal updated the Commission on the millage rollback. Due to the increase in the property tax assessments, the DDD has opted to roll back the tax millage from 10% to 9.5%, which we should be collecting the same as in previous years, which was approved by the Metro Council in 2024. The DDD 5-year tax renewal is up for renewal this year in October and is being presented to the Metro Council tomorrow, Wednesday, February 12.
- **CBD Historic Survey** – Whitney Hoffman Sayal updated the Commission. Caroline Marse, with the Planning Commission, spoke to the DDD Commission at the December meeting about updating the historic survey in the central business district, which was last done in 2004. The Planning Commission &

DDD were awarded a Historic Preservation Fund Grant for \$33,910.00. The grant will fund an update to the Central Business District Historic Building Survey. The buildings eligible for the Historic Tax credits are 50 years old. since the last survey was done 20 years ago, there are more than likely quite a few who are eligible, one in particular the American One building which turned 50 years old last year. Whitney stated the survey will begin in the next couple of months. Any questions can be directed to Caroline Marse with the Planning Commission.

- **HPC-1-25** – Whitney Hoffman briefed the Commission. There is a request at the Historic Preservation Commission for a building demolition at 704 Lakeland Drive tomorrow morning at 8:30 at the Planning Commission.
- **263 Third Street Development** – Jarrett Cohen of Watson Cohen updated the Commission on the status of 263 Third Street. In 2021, three buildings and two surface parking lots were purchased. The main seven-story building, 263 Third Street, and the adjacent building, 244 Florida Street, will be redeveloped. Mr. Cohen stated the plan for the former State National Life Insurance building is to transform it and the adjoining building into an affordable housing development. The plans are for a 60-unit development with an atrium, a modular design used for the units to optimize space, and a green space on the roof. Downtown Grocery will continue to operate on the first floor, and additional commercial space will be available, such as a restaurant or gym. The architect is Trey Trahan of the Baton Rouge renowned firm Trey Trahan Architects. Construction is slated to begin in the fall. Mr. Cohen stated the project is about \$30 million and was approved for \$19 million in multifamily housing revenue bonds. He applied for historic tax credits and hopes to get between \$7 million and \$10 million for the project. The project was awarded \$2 million from the Office of Community Development in 2024.

## 6. Development Initiatives:

- **2024 Yearbook Review** – The Commission viewed, via PowerPoint, slides from the 2024 Yearbook. Whitney Hoffman Sayal stated that every year at the beginning of the new year, the DDD releases the 2024 Yearbook reflecting what has happened the previous year. The yearbook can be viewed on the DDD website at [www.downtownbatonrouge.org](http://www.downtownbatonrouge.org). The comprehensive booklet showcases downtown Baton Rouge's growth and vitality over the past year.

### ➤ **Stats:**

- Social Media: 8 K+ followers increase from 2023
- Hotels: 68.4% Occupancy Rate, \$135 million investment
- Strategic Plan accomplishments: Launch Plan BR11
- Central Business District – 90% Residential Occupancy, 88.37% in 2023

### ➤ **2024 Projects:**

- Lincoln Theatre
- Lighting Upgrades
- Main Street Market Renovations

### ➤ **2024 Planning:**

- Capitol Lakes
- Third Street Master Plan
- Riverfront Signage
- ADA Improvements

### ➤ **2024 Initiatives:**

- Riverfront Development
  - Data and Statistics
  - Stakeholder Liaison
- **IDA Research Committee** – Whitney Hoffman Sayal announced that the International Downtown Association asked her to be part of the IDA Research Committee. The IDA Research Committee is composed of industry experts who help IDA align strategic goals and top issues to produce high-quality research products informing both IDA members and the place management industry. The committee will be making sure their strategic initiatives surrounding research and data are implemented. They will be looking at specific data, including PlacerAI, a software DDD is currently using, and how to utilize that data to determine how well downtowns rebound after a catastrophic event, like the Covid-19 pandemic.
  - **Downtown Wayfinding Restoration:** Iboro Udoh updated the Commission. The DDD was awarded \$50,000.00 in funds from the previous administration allocated by the American Rescue Plan Act (ARPA) to contribute towards updating the wayfinding signage. Phase I will include the restoration of vehicular wayfinding and the historical wayfinding signage in Beauregard and Spanish Town neighborhoods. The original plan was done by Sasaki Landscape Architects in 2008, which also needs to be updated in content. In addition, the budget supplement funds for phase II will restore and update the pedestrian wayfinding signage. All Star Signs & Specialties was awarded the contract, and a kick-off meeting was held for phase I. The project should begin within the next 8-10 weeks.
  - **EBR Bicycle & Pedestrian Master Plan Community Engagement** – Iboro Udoh updated the Commission on the EBR Bicycle and Pedestrian Master Plan. The 2024 Bicycle Pedestrian Master Plan Update builds upon the success of the 2020 Pedestrian Bicycle Master Plan. The Steering Committee, the City of Baton Rouge, and BREC have been working diligently on the plan, assisted by HNTB. A community engagement meeting will be held on February 15 at 5:30 p.m. at the DDD office, 247 Florida Street. Residents are invited to attend this meeting to learn more about the need for a bicycle and pedestrian plan in our city, the initiatives already in development, and the plan for the bicycle and pedestrian trails. This meeting is an opportunity for the public to ask questions and give feedback and preferences.
  - **Strong Towns Volunteer Event** – Iboro Udoh updated the Commission. Strong Towns is a volunteer group led by Nick and Amanda Lanata. DDD partnered with Strong Towns for an event on December 14, where they planted several seasonal plants in containers on Third Street and picked up trash along Third Street and Florida. The DDD is grateful to be partnered with them and glad they are excited to support downtown. The next event will be a streetlight survey to be held on Monday, February 17. The DDD has been working with the BRPD 5<sup>th</sup> District to identify street lights that are out in the central business district (CBD). The goal is to expand outside of the CBD to include other areas of the downtown district. Amanda Lanata with Strong Towns Baton Rouge addressed the Commission. Strong Towns Baton Rouge is a volunteer group looking for the next small thing to do to improve the community as they build their capacity. Strong Towns has offered to mark the poles of the streetlights that have outages, and they have partnered with Samantha Morgan of Downtown East Social Ride to identify the outages. The event will be a bike ride scavenger hunt to find the most streetlights out. They will report to the DDD the outages, who in turn will notify Entergy of the outages to be repaired and improve the community's perception of safety downtown.
  - **Third Street Masterplan Update** – Brian Goad with McKnight Landscape Architects updated the Commission on the Third Street Master Plan. The project is to create a Master Plan for Third Street enhancements to provide general recommendations for streetscape improvements from North Boulevard to North Street. Brian showed slides of Third Street's historic and cultural context that briefly

investigated the cultural importance of Third Street and its relationship to the development of downtown.

Mr. Goad presented an update on three items:

**1. Use the analysis of the previous Plan Baton Rouge documents, and wherever Third Street is referenced, take that knowledge and incorporate it into this study:**

- The documents recognized Third Street as the primary retail and cultural district for the City of Baton Rouge.
- Increase activity: Downtown needs several additional arts and entertainment anchors such as a jazz club, movie theater, and culinary museum to attract and entertain visitors
- Character and programming: Make downtown clean and safe and develop a mature tree canopy to transform the streetscape into an oasis of cool shade.
- Programming: Program activities should address the interests of people of all ages and backgrounds. Programs should focus on the authentic history, lure, traditions, or cultural resources.

**2. Use the results of a survey that was taken with 181 responses:**

- What do you love about Third Street? Walkability, restaurants, social and community aspects, hotels, and nightlife.
- What would make your Third Street experience better? Outdoor café seating, more restaurant options, better lighting, art, and shade trees.
- What are your ideas for making Third Street vibrant and memorable? Calling for the central theme of Third Street to be the heart of the city, public art like murals and sculptures make Third Street a hub for artists, more storytelling featuring local history and culture, live performances, more green spaces, and more selfie spots.

**3. A site analysis for 5 blocks from North Boulevard to North Street:**

- An example of one of the blocks studied: An inventory was done, and an opportunities and constraints diagram was created to understand the good things and the things that needed to be improved. After completing this document study, the next phase of the master plan will be announced.

Whitney Hoffman Sayal mentioned that the \$50,000 from the City-Parish part of the budget supplement is helping to fund this plan, and \$50,000 is allocated for the implementation of this project.

- **ADA Transition Update** - Jason Crain, MOVEBR Deputy Program Manager for the downtown enhancement projects, updated the Commission on the status of the six downtown ADA transition projects.

- Florida Street - ADA improvements were completed last year.
- Main Street - Awaiting contract execution, and construction will begin at the end of February or the beginning of March. Meeting with BREDA tomorrow to coordinate on the Farmer's Market events and try to limit any impacts on those events.
- East Boulevard - All of the work has been completed except for some sod to be replaced.
- North Boulevard - Under construction. The contractor started on the north side of North Boulevard from the interstate, working west. All the repairs on the north side are complete except for clean-up. To complete the project, repairs need to be made from St. Joseph to 10<sup>th</sup> Street, and they should be completed by mid-March.
- Laurel/Lafayette Street – Awaiting execution of the contract and will begin construction in March or April
- South Boulevard is complete.

The South Boulevard Trailhead Connection connects the existing South Boulevard sidewalks over the railroad tracks to the levee trailhead and provides wayfinding signage. This project will increase the safe mobility of pedestrians/bikers and provide connectivity to existing trails and paths. It will also provide better connectivity from the existing paths to the levee trail, ultimately connecting the downtown area to LSU. The consultant is working on the 60% plans for this project, there is coordination to do with the railroad for the crossing. They still need to coordinate with the railroad, and a levee permit is required. Design should be completed in the 2<sup>nd</sup> quarter of 2025 and begin construction at the end of the 2<sup>nd</sup> quarter or the beginning of the 3<sup>rd</sup> quarter this year.

The next call for projects will be the 3<sup>rd</sup> quarter of this year. If you have an idea for a project, contact your councilperson for the project to be submitted for review. The projects are for improvements that promote pedestrian and bike mobility or ADA improvements.

For any downtown resident or business having construction-related problems that require urgent attention, call 225-389-3123.

- **232 Lafayette Street** – Jill Kidder, CEO & President with Visit Baton Rouge, addressed the Commission. Mrs. Kidder stated that they had been seeking a new building because they have outgrown their current space on 3rd Street, with insufficient office and meeting space. The new building is close to double the size of the nearly 7,000-square-foot space on 3rd Street. The plan is to build a modern facility in the heart of downtown, with offices on the 2<sup>nd</sup> floor and meeting space with a state-of-the-art visitor's center on the first floor. Visit Baton Rouge's Board wanted them to stay downtown and give back to the community. Lisa Nice with Post Architects, now GFG, who worked with VBR at their current location, has been working with them on this building. The design will take approximately 4-6 months, and the construction project will be put out for public bid. If all goes as planned, the building will be completed by the end of 2026. Visit Baton Rouge's current headquarters will go up for sale.
- **Lincoln Theatre** – Franklin Lassiter, F.L. Lassiter and Associates, updated the Commission on the status of the renovations to the Lincoln Theater located at 1305 Myrtle Walk Street. Mr. Lassiter began working on the renovations of the existing Lincoln Theater in 2022. Once renovations began, he realized there were many deficiencies, and to bring it up to date, an additional structure was needed. Additional funding was acquired from the State Historical Preservation Office to create a museum section to provide restrooms and lobby space. The project required restoration, renovation, renewal, and resurrection; all plumbing, sewer, and electrical were non-existent. The State Historical Preservation Office required that they use the same type of windows. At the time, a young architect, A. Hays Town, now a renowned architect from Baton Rouge, assisted with the design of the building. Currently, the marquee has been restored and is in storage, and the windows are on site and ready to be installed. The windows are from the original manufacturer, Bliss Nor-am from New York, and took 8 months to come in. In the process of reconstruction, they uncovered the historic Lincoln Theater emblem that is being preserved as a symbolic relic and showpiece. The office of Lieutenant Governor Nungesser is providing a recreational trails grant. The grant will provide all the wayfinding and trails for the landscape site development of Musicians Plaza, which will have a lawn and gazebo for outdoor jazz concerts. The contractor is GIS out of Galliano, LA, who finally accepted the challenge. Construction started March 4, 2024, and completion of the project is expected in June 2025.
- **DDD Neighborhood Social** – Ibora Udoh updated the Commission on the second DDD Neighborhood Social, celebrating downtown residents. The next social will be held on Thursday, February 13, at 5:30 p.m. at BREADA's Main Street Market. There will be games, food, activities, and Valentine's crafts. The crafts for Valentine's will be for the residents in the Catholic



Presbyterian Apartments on Main Street. All residents in the downtown district are invited to attend.

- **Downtown Data Update (Place AI)** - Casey Tate updated the Commission on downtown event data obtained with PlacerAI, a program DDD has been using to determine how many people visit downtown during certain times. Last month, the Louisiana Marathon was held downtown. The total number of registered runners was 6,938, which is back to pre-pandemic numbers. The total number of visitors was 115,000 over three days in the downtown development district. There were 31,000 on marathon Sunday, which is an increase of more than 10,000 visitors on an average Sunday downtown. DDD looked at the Riverfront Levee Trail visits with all the attention on the Riverfront showing all the actual foot traffic and walkability. Within the past year, there were 114,800 people using the levee. The peak days are Thursday, Saturday, and Sunday, and the peak times are 7:00 p.m. through midnight. This information is informative to work with city officials to increase lighting and security to the area. DDD is encouraging businesses to extend their hours since there is a noticeable increase in foot traffic past 5:00 p.m. If anyone is interested in pulling data for their business, such as traffic counts, foot traffic, and event attendance, contact the DDD office.
- **The Drift** – Schulyer Olson updated the Commission on the redesigned weekly DDD newsletter, The Drift. The Drift was created in collaboration with Throughline LA, led by Mukul Verma. The newsletter rebrand aligns with the marketing analysis outlined in the DDD’s five-year strategic plan. This updated publication was designed to keep Downtown residents, visitors, and stakeholders informed about downtown events, developments, and opportunities. It’s poised to become a key platform for sparking community conversations and keeping everyone in the loop on the latest downtown progress.

There is a separate newsletter for downtown residents called the Neighborhood Network, which will be published every quarter; the first newsletter was released last week. If you haven’t subscribed to either newsletter, please sign up on the DDD website at [www.downtownbatonrouge.org](http://www.downtownbatonrouge.org)

## **7. Events - Schuyler Olson updated the Commission:**

- Mardi Gras Mambo Run- Saturday, February 15, 8:00 am, North Boulevard Town Square
- Mardi Gras Parades
  - Krewe of Mutts – Sunday, February 16, 10:00 am – 4:00 pm
  - Krewe of Mystique de Capitale – Saturday, February 22, 2:00 pm
  - Krewe of Orion, - Saturday, February 22, 6:30 pm
  - Spanish Town – Saturday, March 1, 12:00 pm
- Black History Festival – February 22 – 23<sup>rd</sup> (more details coming soon)
- Red Beans and Rice Music Festival – March 21-23, Rhorer Plaza
- Corporate Cup – Saturday, March 29, 9:00 am – 12:00 pm, Riverfront Plaza
- Holi Fest – Saturday, March 29, 2:00 pm -5:00 pm, Repentance Park
- Blues Fest – April 4-6, Rhorer Plaza
- Live After Five – April 4 with 6 Spring Concerts - Special thanks: Mayor Edwards, MAPP & b1Bank
- Manship Theatre – Movies, Music & more
  - Butter & Friends
  - Glenn Miller Orchestra
  - Oscar Nominated Short Films
  - Sweet Honey in the Rock

- Pretty in Pink
- Damn Tall Buildings
- Yellow Jackets
- Mat Kearney
- LSU MOA – Current Exhibits
  - Golden Legacy: Original Art from 80 years of Golden Books, February 27 – May 25
  - The Golden Legacy: Celebration of Children’s Literature with Denise Gallagher, March 21
  - Southern Reflections: Art by Kathryn Keller and Shirley Rabe Masinter, through March 23, 2025
  - Wild Style Workshop & Fashion Show: Design an Animal-Inspired Hat, Sunday March 30, 1:00 pm – 4:00 pm
- Capitol Park Museum Lunchtime Lagniappe - Elle Gsell, February 12, 12:00 pm – 1:00 pm
- Old State Capitol – The Biggest Celebrity of His Time - James Monore through March 13
- Raising Canes River Center & Theatre –
  - The Price is Right, February 19
  - Taste of Ireland, February 27
  - Baton Rouge Zydeco through March
  - Jake Shane, March 1
  - Toby Mac, March 6
  - Pretty Woman, April 1
- LASM – Shows and Events
  - Bad Romance Anti-Valentines Concert
  - Appreciation Versus Appropriation: The Art of Ancient Egypt
- LASM - Changing Exhibitions
  - Discoveries on the Nile: Exploring King Tut’s Tomb & the Amin Egyptian Collection
  - Echoes of Eternity: The Impact of Egyptian Culture on Modern Society
- USS Kidd – Veterans Museum Open Daily from 9:30 AM – 3:30 PM
  - Strong and Calm Warrior Yoga, Saturday, March 1 & April 5 from 8:00 am – 9:30 am
- Baton Rouge Arts Market – First Saturday of the month, from 8:00 AM – 12:00
- Red Stick Farmer’s Market – Every Saturday 8:00 AM – 12:00 PM

## 9. Commission Announcements & Updates:

- **New Restaurant Now Open:**
  - House Brew Coffee House, 227 Florida Street - Co-owners Manning Bergeron and Joe Foster share the space with art and multimedia studio Digital Knomad.
  - The Emporium Ribbon Cutting, 334 Third Street – Owner Faith Miller opened a downtown specialty spa location offering massage, esthetic, and wellness services.
- **Restaurant Pop Up:**
  - Fresh Cravings, 326 Third Street (in Squeaky Pete’s) – serving tacos, quesadillas, and other delicious food items.
- **Capital City Champions Academy** - Sarah Noles and Bridget Gaffney with Visit Baton Rouge announced Capital City Champions Academy in anticipation of the USBS bowlers coming in this year. This online training will be available on Visit Baton Rouge’s website on February 21. The training consists of three self-paced modules consisting of quizzes, lessons, and resources. - taking about 30 minutes to complete. You can go at your own speed and finish whenever it fits your schedule. Upon completion, you'll earn your official Capital City Champion certification.
- **United States Bowling Congress** - Stacy Simon of Visit Baton Rouge announced that the United States Bowling Congress (USBC) Open Championships returns to Baton Rouge, Louisiana, for 150 consecutive



days. From March 1 to July 28, 2025, the Raising Cane's River Center will transform into a world-class bowling arena with 51 state-of-the-art lanes hosting thousands of bowlers from across the country in this prestigious national tournament. The bowling tournament is open and free to the public. This is the third time the tournament has been to Baton Rouge, in 2005 and 2012. Every 3 and ½ days, a new group of bowlers arrives. In 2012, there were 58,704 bowlers, right now, they are trending on having 57,500. In 2012, this resulted in direct spending of \$63.4 million in spending and an economic impact of \$1113.2 million, which is tremendous. VBR has created a magnetic button that welcomes the bowlers to Baton Rouge. These will be offered city-wide to any front desk personnel, free of charge.

- **Plan Baton Rouge III** - Eric Dexter updated the Commission. In December of 2024, the PBRIII selection committee met with the three consultants to select a consultant, a team was selected. In the meantime, the committee is ironing out the deliverables, scope of work, and budgets for the consultant and sub-consultants. The selection committee is very close to making an announcement and kicking things off. The consultants will be in Baton Rouge next week, and a press conference will be held on the third floor at the Shaw Center on Tuesday at 9:00 a.m. to announce the consultant for PBRIII.

**10. Public Comment:** Rachel Fennie with St. James Episcopal Day School announced on Tuesday, April 15th, and Wednesday, April 16th, we are hosting ALICE Active Shooter Response Certification Training—a two-day, train-the-trainer course designed to equip attendees with life-saving, proactive response strategies. This training is open to law enforcement, local school officials, and area business leaders who share our commitment to safety. Please register online at [www.stjamesbr.org](http://www.stjamesbr.org)

**11. Meeting adjourned** – Eric Dexter moved to adjourn the meeting, Gary Jupiter seconded, and the meeting was adjourned.