

**Downtown Development Authority
Board of Directors Meeting
January 29, 2025**

Present

Michael Corbin
Mario Chavez
Drayden Dunn
Chelette Holden
Kathy Malone
Terry Moore
Ed Taylor

Absent

Staff

Janie Landry
Stacie Leng
Lauren Davidson
Peggy Hellyer
Lorenzo Lee

Others Present

Lt. David Heaser
Lt. Amy Bowman
Lt. Diana Sanchez
Capt. Jerry Silva

I. CALL TO ORDER

The meeting was called to order at 3:30 pm by Chair Michael Corbin. A quorum was present.

II. ROLL CALL

No one was absent.

III. AMEND AGENDA

The agenda was not amended.

IV. WELCOME / INTRODUCTIONS/ PRESENTATIONS

There were no introductions or presentations.

V. PUBLIC COMMENTS (Agenda Items)

There were no public comments.

VI. CONSENT AGENDA

A. Minutes

Mr. Corbin asked for approval of the December 18, 2024, regular meeting minutes.

A motion was made by Drayden Dunn to approve the minutes of the December 18, 2024, regular meeting. Chelette Holden seconded the motion, which passed unanimously.

B. December 2024 Budgetary Comparison Financial Statement

Ms. Landry reviewed the December 2024 Budgetary Comparison Financial Statement which had been sent to the board for review prior to the meeting. The property tax income was a little more than budgeted for the year. The City is current on payments for both the streetscape and parking contracts. Relative to expense: legal is over for the year due to a trip and fall lawsuit the DDA was incorrectly named in. Streetscape maintenance is over for the year primarily due to an increase in liability insurance that is required under the contract. The cost increased from \$12k to \$18k.

A motion was made by Kathy Malone to approve the December 2024 Budgetary Comparison Financial Statement as presented. Drayden Dunn seconded the motion, which passed unanimously.

VII. REPORTS

A. Director's Report

1. Assisted with restarting the historic assessment process for the Johnson and Slattery buildings. Historic designation applications are now officially on file for Johnson Building, Pano's, and 400

Texas Street (former Chase Building). Anticipate application for Slattery Building to be submitted soon.

2. The Petroleum Tower Lofts project is ongoing, and the effort is gaining traction. The PILOT proposal will be sent to Council for approval soon. Also, parking is being worked out.
3. North side of 400 block of Crockett Street will be restored to curbside parking. Waiting on City Traffic Engineering Dept. to begin work.
4. Apotheworx: New concierge pharmacy located at 429 Crockett Street hosted an open house recently.
5. Downtown Mardi Gras
 - A. Show Us Your Mardi Gras Spirit – The objective is to encourage downtown businesses to decorate for Mardi Gras and engage with DDA on social media. To enter, the business must post a photo/video on social media, tag DDA, and use hashtag #MardiGrasDowntownSHV. A winner will be drawn each week in February. The winning business will receive a King Cake and Coffee package, delivered by the DDA team with a surprise video.
 - B. My Mardi Gras Memory
 - C. Children's Float Contest (K-5) – Objective is to involve the community in a fun Mardi Gras activity centered around a children's shoebox float contest. The public will vote by liking/reacting during the voting period. Entries will be submitted by bringing the float to the DDA office by the deadline. Floats will be displayed at the DDA office and shared on social media.
 - D. Downtown Mardi Gras Celebration on Fat Tuesday – The objective is to host a festive celebration in downtown Shreveport.
6. Mr. Glover also reported that test drilling is going on in front of Blind Tiger for location of the bollards.

B. Parking Report

Lorenzo Lee reported that ticket revenue was down as anticipated due to the holidays. Overall revenue is back down from the last few years. The decrease could be driven by occupancy rates. Coin revenue is also down. The total revenue for the year was \$421,661. He is tracking meter revenue to determine how much of it is coin based. 77% of revenue - non coin, primarily from Parkmobile, followed by bagged meters.

Mario Chavez asked if the revenue is net or gross after merchant services. Mr. Lee reported that credit card fees are not charged in-house. Mr. Chavez stated that he could assist with the reduction of credit card fees if Mr. Lee provides that information.

Terry Moore reported that management of several locations has been changed from Douglas Parking. Mr. Lee reported that they did not sell all their properties, but the ones they did sell are now enforcing 24-hour-a-day parking regulations. Mr. Moore reported that people are not happy with the new company. Ms. Landry stated complaints have been received. Mr. Dunn asked if the city is informed or consulted when new owners take over parking lots. Mr. Corbin said there is little

the city can do if the lots are already parking lots.

Mr. Glover reported that the Noble Savage now can't afford to valet park at the lot they previously used. Mr. Moore asked if the city would start charging for evening hours also.

Ms. Landry gave her opinion that it was doubtful the city would begin to charge for parking 24/7. She suggested that there should be a meeting with the new parking management company.

Mr. Corbin said that Swepco will be returning all workers to the office beginning June 1. He said there will be additional staff, and parking will be very tight.

Mr. Glover said that charging for parking 24 hours a day adds more burden to the late-night businesses.

Mr. Taylor asked Mr. Lee if he had any thoughts on how to lower ticket revenue. Ticket revenue is more than the parking revenue. Mr. Lee said that the ratio of people paying to park is increasing.

Mr. Dunn said that increasing signage might help. He sees more signage in other towns.

Mr. Glover also commented that he spoke with Mr. Lee about the parking numbering system. Those numbers were assigned by Parkmobile. The numbering system serves their interest but not necessarily downtown's interest.

Ms. Landry suggested that staff work internally to come up with options to bring back to the board. Mr. Glover agreed.

VIII. OLD BUSINESS

A. Downtown Security and Homeless

Captain Jerry Silva introduced himself to the board. The community-oriented police department is happy to be downtown. They are now in Phase Two of visiting homeless encampments. This requires a soft approach to identify the individuals. He said they have increased patrols and have had a good response. The community will be seeing more bikes out on patrol and hopefully receiving better service as a result.

Lt. Amy Bowman reported they are seeing homeless individuals moving to encampments and going into adjudicated properties in Highland. She said SPD is working with homeless partners to try to get them into housing. There is a need to identify adjudicated properties and secure them to keep the homeless out. More cameras are coming online.

Michael Corbin asked about the Marshall Street encampment. Some citations have been issued, and the owner has cleaned up the area somewhat.

Capt. Silva asked the board to report any concerns through the "Report A Concern" option on the City's website. He said it is fully monitored, and complaints go to the appropriate department. Individuals will be notified of updates.

Mario Chavez stated that the homeless situation has gotten better around his office, and said railroad security has been involved. Lt Bowman stated the officers would like to have dressed down uniforms to make themselves more approachable.

Ed Taylor suggested making the landscape an obstacle to camping. He agrees with the approach the officers are taking, but believes there also needs to be a visible barrier.

Lt. Bowman stated the adjudicated properties are very problematic because the homeless population is sleeping there. There are less homeless living in encampments, but they are now occupying vacant houses. Michael Corbin said affordable and subsidized housing has been lost in the city.

There was a discussion of the man camped on Crockett Street. Mr. Taylor said he owns the garage where the guy is camping out and has asked him to move but he will not. The guy cleans up his area but won't move.

Terry Moore reported that he found a homeless man in the Louisiana Tower restroom. Lt. Bowman said they are discussing the possibility of having one person at the Real Time Crime Center just to monitor the cameras for homeless individuals and track their movements. She also said more cameras will be needed.

Lt. Sanchez suggested that the RTCC folks should come to a DDA board meeting to discuss their needs. Mr. Dunn said there may be some money in the budget for cameras. DDA can look at sponsoring more cameras, but property owners can also be engaged. The board would like to have the head of RTCC speak to the board, and be able to tour the facility.

Captain Silva said that the solving of crimes has greatly increased since the implementation of the RTCC. Kathy Malone asked if DSDC can take a tour as well. It could be a joint effort and a matching program.

IX. NEW BUSINESS

A. Cook and Morehart Engagement Letter- 2024 Audit

Ms. Landry reviewed the Cook & Morehart engagement letter and the Statewide Agreed-Upon Procedures (SAUP). The cost for the audit will be between \$20k and \$21k. Cost for the SAUP will be between \$2k and \$3k.

Terry Moore made a motion for Cedric Glover to sign the Cook & Morehart engagement letter for the audit.

The first motion was withdrawn and amended:

Terry Moore amended his original motion to authorize Cedric Glover to sign the Cook & Morehart engagement letter and the SAUP document. The motion was seconded by Kathy Malone and carried unanimously.

B. Grant Request – Purple Reign Fashion Show – Billy Anderson (318 Weekend)

Ms. Landry reviewed the sponsorship request received from Billy Anderson to sponsor the Purple Reign fashion show which will be part of the 318 Weekend event. Kathy Malone asked about the total cost of the fashion show. Ms. Landry stated the ask was for \$3,500. Drayden Dunn said the total cost is \$7,500 and reported that Mr. Anderson has already received \$3,500 from SRAC. In the past the board has not sponsored a particular component of an event and instead has just provided a sponsorship amount. Mr. Dunn stated his belief that the request was for too much. However, he did say that the show is featuring an international fashion designer. Terry Moore asked if it was possible to ask for 1% of revenue from any event that DDA sponsors to provide funding for additional

downtown cameras. He said it would also provide a way to see the revenue per event. Mr. Glover suggested that more money might be spent to generate the 1% than would be received. Mr. Dunn suggested that \$1,500 would be more in line for a sponsorship for the 318 Weekend event. Mr. Corbin agreed.

Drayden Dunn made a motion to approve a sponsorship of \$1,500 for the 318 Weekend. Chelette Holden seconded the motion which passed unanimously.

Mr. Chavez asked if the request is a one-time request for a sponsorship. Ms. Landry said the DDA allows one sponsorship request per 12-month period. Mr. Corbin said that this event was more suited for a sponsorship from DSU. Mr. Glover said he has had a meeting with Terri Matthews of DSU and will be meeting with her again in February.

ANNOUNCEMENTS.

PUBLIC COMMENTS (NON-AGENDA ITEMS)

There were no public comments on non-agenda items.

IX. ADJOURN

With no further business to discuss, the meeting adjourned at 4:00 pm.

Michael Corbin, Chair