

**Downtown Development Authority  
Board of Directors Meeting  
March 30, 2016**

**Present**

Christine Bailey  
John Hubbard  
Lydia Jackson  
Terry Moore  
Logan Schroeder  
Keith Todaro  
Stanley Varner

**Absent**

**Staff**

Liz Swaine  
Janie Landry  
E.D. Stewart  
Lorenzo Lee

**Others Present**

Kechia Island & guests – Inspired  
Image Boutique  
Gregory Kallenberg, Sabrina Adsit –  
Louisiana Film Prize

**I. CALL TO ORDER**

Vice-Chair Christine Bailey called the meeting to order at 3:32 pm.

**II. ROLL CALL**

E.D. Stewart called the roll. Those present were: Christine Bailey, Lydia Jackson, Logan Schroeder, and Stanley Varner. John Hubbard (unexcused), Terry Moore, and Keith Todaro were absent.

**III. APPROVAL OF ABSENCES**

Ms. Bailey recognized that Mr. Moore and Mr. Todaro had requested to excuse their absences. **Logan Schroeder motioned to excuse the absences of Mr. Moore & Mr. Todaro. Stanley Varner seconded the motion. The motion passed unanimously.**

**IV. AMEND AGENDA**

Ms. Bailey asked if there was a need to amend the agenda. No amendments were needed.

**V. WELCOME / PRESENTATIONS / INTRODUCTIONS**

After welcoming the board and guests, Ms. Bailey asked if there were any presentations or introductions. Ms. Kechia Island of Inspired Image Boutique and her 2 daughters were present. Ms. Swaine informed the board that Gregory Kallenberg of the LA Film Prize would be arriving later in the meeting for his presentation regarding a sponsorship request.

**VI. PUBLIC COMMENTS (Agenda Items)**

Ms. Bailey asked if there were any public comments. There were no public comments.

**VII. CONSENT AGENDA**

**A. Minutes**

Ms. Bailey asked for a review of the February 2016 minutes and for any amendments or revisions.

**Logan Schroeder made a motion to approve the February 2016 minutes as presented. Stanley Varner seconded the motion. The motion passed unanimously.**

## **B. Financials**

Ms. Swaine asked the board to review the February 2016 financials. She said that the Parking contract with the City was signed and headed for approval; still no update on the Streetscape contract; the city has made no payments in 2016. Ms. Swaine stated that nothing was out of the ordinary relative to the financials.

**Logan Schroeder made a motion to accept the February 2016 Financials as presented. Stanley Varner seconded the motion. The motion passed unanimously.**

## **VIII. REPORTS**

### **A. Director's Report**

#### **1. Petro Tower Lofts (415 Edwards)- Purchase**

- City passed legislation at the March 22<sup>nd</sup> council meeting to allow money to be moved to parking enterprise fund. Next legislation will be the structure of the loan itself.

#### **2. 509 Market (Old United Mercantile Bank)- PURCHASED**

- CLOSED! Purchased by ViaNova Development of Chattanooga, TN. Purchase price was \$2.2m and project will be approximately 70 market rate apartments, and a commercial ground floor. ViaNova will be applying for state and federal HTC and RTA. Projected completion date: end of 2017.
- ViaNova is a 'boutique development firm that specializes in hospitality and multi-family development.'
- Their target project size ranges between 50-150 units and valuations between \$3M and \$20M.
- [www.vianovadevelopment.com](http://www.vianovadevelopment.com)

#### **3. Shreveport Common**

- Started meetings on March 29 with Artspace Minneapolis- *Artspace* is the leading developer of arts facilities - creating, owning, and operating affordable spaces for artists and small businesses. Artspace will be doing a Market Study/Feasibility Analysis of live/work/mixed use space and Makers' Spaces in Shreveport Common. They will:
  - Quantify creative space needs
  - Determine capacity for live/work space
  - Desire for Maker Spaces
  - What tools and resources the artists will need in Maker Spaces
  - Determine retail frontage needs among those live/work artists
  - Determine what medium the artists work in
  - Create a breakdown of % of performance vs visual artists
  - Study should be complete in September, 2016. It will include a summary and recommendations.
- Artspace likes to see 3 to 1 redundancy before encouraging an action. In other words, if 300 artists tell them they want a live/work space, Artspace will recommend 100 spaces.
- [Shreveportcreativespace.org](http://Shreveportcreativespace.org)- Online survey only
- OTHER SHREVEPORT COMMON
  - City has demolished the former tire store at Common and Cotton.
  - No update on Arlington Hotel.
  - Scott Harkey, owner of the Southern Bell and old AAMCO building, plans to put in a barcade at the AAMCO property.

#### **4. Red River Brewing Co., 1200 Marshall**

- Grand Opening, Thursday March 31 @ 2pm
- Where: 1200 Marshall Street, Shreveport, LA
- What: Ribbon Cutting followed by tasting and behind the scenes look

#### **5. Times' Building- 222 Lake Street**

- UHaul set to purchase; closing is planned for next week.
- Times' staffers will remain in the building until at least August.
- 70-80 press and printing people will move to the metal building in 400 block of Lake Street.
- Concerns among neighbors about the look of the building/surroundings once UHaul moves in.

#### **6. 600-700 blocks Texas**

- 624, 620 and 616 Texas- Sears + 2- work progressing. 75% pre-leased.
- 708 Texas- Parish Taceaux now looking at mid-April opening. Jason Brady has been catering some events already from Wine Country, but using the Parish Taceaux menu.
- 605 Texas- Second floor construction at 4J's Java and More for a fine dining area.
- 701 Texas- former Purtle Engineering building sold, being remodeled. New owner is Par Mineral, hopes to be in by the end of this month.
- 617 Texas- Robinson Film Center marquee on the building! March Free for All is going very well, lots of foot traffic. Director will provide numbers at the end of the month.
- 710 Texas – artspace. Food Truck Thursdays going well.

#### **7. Selber Building (601 Milam)- Venyu Solutions & other digital**

- Possible late spring finish
- Everything redundant- power/fiber/security
- Tier 3 Data Center is second only to the highest level, Tier 4, which would be a facility such as Bank of America.
- \$16-\$18m final cost- federal and state HTC

#### **8. Solomon Arms, 720 Edwards**

- Two apartments due to be completed by first of April.
- DDA/DSDC to help host an Open House once completed.
- 2 BD/2.5 BA/ \$1500 per/ security system/inside parking/stainless steel appliances

#### **9. Townhouse Development on Caddo @ Family Dollar**

- 12 being built in first phase; no more than 48.
- 80% median income (same income level as Ogilvie Hardware Lofts)
- As noted in the Shreveport Common Board Meeting earlier this month, the Family Dollar 'appearance' is in a state of disrepair.
- Property Standards controls whether a property properly maintains its landscaping. From the looks of the Family Dollar on Caddo, as well as the one at Stratmore and Youree, neither location is properly maintaining landscaping.
- If a tree, shrub, or other landscaping feature that was required for site plan approval has been removed, died, or otherwise absent in accord with the

stipulations needed for site plan approval, then it falls under the jurisdiction of the Zoning Administrator (Alan Clarke). He has been copied on correspondence regarding this issue.

### **OTHER KEY PROJECTS/ISSUES:**

- Danger to Downtown Museums (Shreveport Water Works Museum and Spring Street Historic Museum)- A bill filed in the Legislature, SB248, would return most of the museums in the state to their original owner. That likely means the newly-refurbished Spring Street Historical Museum would close (the Colonial Dames of New Orleans are the original owner, they do not wish to have it again) and the Shreveport Water Works Museum (SWWM) would return to the City of Shreveport. Options are to push to have the Lt. Governor's office take ALL museums. This makes sense as he is the tourism chief AND while on the stump, Lt. Gov. Nungesser said he wanted the museums.

#### **B. Parking Report**

Lorenzo Lee presented the parking report for February 2016. As a result of the delinquent notice mail out, revenue has increased. Bagged meter revenue has also increased. Mr. Lee also reviewed with the board the process for reserving bagged meters. Ms. Swaine then reviewed the proposal for permitted parking spaces along the perimeter metered spaces around downtown.

### **IX. OLD BUSINESS**

#### **A. UDC Update**

As of now the UDC is about 10-12 months behind schedule, but is more than likely going to be taken up for approval by the MPC in late 2016.

#### **B. Parking Permit/Council Ordinance Changes**

City council is now considering an ordinance for Permit parking at metered spaces along downtown's perimeter.

#### **C. Downtown Is Cool Because... Campaign Update**

Ms. Swaine presented the board with a few examples of the "#cooldowntown" campaign, including special bandanas, print ads in the Times, Forum News, and Biz Magazine.

### **X. NEW BUSINESS**

#### **A. Louisiana Film Prize Sponsorship Request**

Ms. Swaine introduced Gregory Kallenberg to the board. Mr. Kallenberg presented a brief history of the Film Prize and other Prize events and how the event has benefitted downtown Shreveport, expanding from 600 people in attendance in 2011 to 3000 people just last year in 2015. DDA's sponsorship in the past has been \$5,000.00, however with the growth the prize events have experienced over the past years, the request this year is \$7,000.00.

**Logan Schroeder made a motion to grant the Louisiana Film Prize a sponsorship of \$7,000.00 . Stanley Varner seconded the motion. The motion passed unanimously.**

#### **B. DDA/DSDC Speaker Series regarding Inner-city Connector**

Ms. Swaine suggested to the board to consider bringing in some speakers who could present alternative ideas or research regarding the I-49 inner-city connector. Discussion ensued with Lydia Jackson remarking that she believes an I-49 completion will be a long time in coming as there is no money to complete it. Staff will monitor the project and bring any updated information to the board.

**XI. ANNOUNCEMENTS**

Ms. Bailey announced the Shreveport Art Club gallery opening at Norsworthy Art Gallery on Sunday, 2-4 pm. Mr. Schroeder announced Alive After 5 Happy Hour Concert Series on Thursday in the Red River District. Ms. Swaine reminded the board that the next DDA meeting date had changed to April 20.

**XII. PUBLIC COMMENTS (NON-AGENDA ITEMS)**

Ms. Bailey asked for any public comments. There were none.

**XIII. ADJOURN**

**With no further DDA business to conduct, Logan Schroeder made a motion to adjourn the meeting. Stanley Varner seconded the motion. The motion passed unanimously.**

Mr. Moore adjourned the meeting at 4:29 pm.

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John Hubbard, Secretary