

**Downtown Development Authority
Board of Directors Meeting
May 18, 2016**

Present

Christine Bailey
Keith Todaro
Terry Moore
Logan Schroeder
Lydia Jackson

Absent

John Hubbard
Stanley Varner

Staff

Liz Swaine
Janie Landry
E.D. Stewart
Lorenzo Lee

Others Present

Pam Atchison - SRAC
Wendy Bencoter – Shreveport
Common

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, Keith Todaro, Lydia Jackson, Logan Schroeder, and Terry Moore (arrived at 3:35 pm). Stanley Varner and John Hubbard were absent. A quorum was present.

III. APPROVAL OF ABSENCES

Christine Bailey made a motion to approve the absences of John Hubbard and Stanley Varner. Logan Schroeder seconded the motion which passed unanimously.

IV. AMEND AGENDA

Mr. Moore asked if there was a need to amend the agenda. No amendments were needed.

V. WELCOME / PRESENTATIONS / INTRODUCTIONS

After welcoming the board Mr. Moore asked if there were any presentations or introductions. Ms. Swaine stated that Pam Atchison and Wendy Bencoter would be joining the meeting a little later to present an update on Shreveport/Caddo Common.

VI. PUBLIC COMMENTS (Agenda Items)

Mr. Moore asked if there were any public comments. There were none.

VII. CONSENT AGENDA

A. Minutes

Mr. Moore asked for a review of the April 2016 minutes and for any amendments or revisions.

Lydia Jackson noted that the minutes should reflect that Terry Moore had arrived before any votes were taken.

Christine Bailey made a motion to approve the April 2016 minutes as presented with Ms. Jackson's notation that Mr. Moore had arrived before any votes were taken. Logan Schroeder seconded the motion. The motion passed unanimously.

B. Financials

Ms. Swaine asked the board to review the April 2016 financials. She stated that \$22,000 had been received from the City this year for the 2015 Streetscape contract. The 2016 Streetscape contract still has not been signed, but there are no problems anticipated. It was noted that the budget will be amended to delete the streetscape miscellaneous income normally received from DSDC for cleaning the ShrevePark Garage since the garage has been sold. The Deepwater grant ends at the first of June, and it may take six weeks to receive the remaining balance of \$9,400. Ms. Swaine stated that nothing was out of the ordinary relative to the financials. She called the board's attention to the workers' compensation line item under expenses and stated that it appears the line item is over. The auditors will make the adjustments to this line item during the annual audit. She also stated there may need to be some brick repointing work done on 416 Cotton in the near future. The \$20,000 grant for Robinson Film Center will be taken out of reserves. Ms. Swaine noted that the Louisiana Film Prize grant approved previously by the board was paid this date.

Lydia Jackson made a motion to accept the April 2016 Financials as presented. Logan Schroeder seconded the motion. The motion passed unanimously.

VIII. REPORTS

A. Director's Report

1. Significant developer interest in various properties

- Tour planned for Tyler-based developer who is interested in several large downtown properties. The developer has experience in hotel and apartment development, is a General Contractor, and has ability and resources to do a significant development.
- Denver and New Orleans developers still interested in potential projects in downtown.

2. Artisan's Court by former Woolworth Building, 500 Blk. of Texas

- Sale contract in place. Potential buyer wants to do new construction on the lot. Parking potentially carved out in rear with entrance from alley.
- There is also interest in the Hutchison Building and that prospect has asked about the possibility of also having parking on the Artisan's Court lot.

3. Center Point Building

- Property is on market after merger with Enable. Asking price not determined yet.

4. Selber Building (601 Milam)- Venyu Solutions & other digital

- Significant construction ongoing.

5. Allen Building (NW corner of McNeill and Texas)

- Southern University still hoping to start construction early June.
- This will be the site of the new SUSLA School of Nursing.

Ms. Swaine noted that two major construction projects going on simultaneously on Texas Street (Sears & Allen Building) would be challenging.

6. Petro Tower Lofts (415 Edwards)- Purchase

- Potential buyer doing due diligence.

7. Old Dee's Building (420 Market)

- Construction still ongoing.
- Build out for new tenant – office use.
- The new tenant will use the first floor only.

8. 509 Market (Old United Mercantile Bank)- PURCHASED

- New owner is working on historic tax credit applications.
- ViaNova Development of Chattanooga, TN. www.vianovadevelopment.com

9. Times' Building- 222 Lake Street

- The Times is actively looking for space for its remaining operations. We have spoken to them about remaining downtown.

10.600-700 blocks Texas

- Lots of activity going on in these two blocks of Texas.
- 624, 620 and 616 Texas- Sears + 2- work progressing. Pre-leasing going well.
- 708 Texas- Parish Taceaux opening early June.

OTHER KEY PROJECTS/ISSUES:

Danger to Downtown Museums (Shreveport Water Works Museum and Spring Street Historic Museum) – Staff recently had discussion with Lt. Governor Nungesser. Nungesser said that his department cannot add any new museums that are not accredited. With state cutbacks, most museums cannot afford to hire staff which is a requirement to be accredited. Recent event at Water Works Museum was well attended.

Red River District – Interest in the two remaining spaces. Shreveport Opera is currently using space in front of Funny Bone which is of interest to a potential new tenant. Also, there is a group that is very interested in the former McArthur's space, but they may wish to only be a bar as opposed to a restaurant that sells alcohol.

Riverview Park – The park is still under water.

Downtown Artwalk - A year-round monthly artwalk will be launched in downtown in September. The proposed event will be held monthly on the same date and should attract new visitors to downtown. Similar events in other cities are very popular.

Upcoming Events – May 20th – Moonbot Exhibit at Artspace – “Phases” – celebrating 5 years of Moonbot's success and the art of animation. Saratones, former Louisiana Music Prize winner –returning home to Shreveport for an album launch with a street party in the 700 block of Texas.

Phoenix Underground – Tim Huck called to inform Ms. Swaine that he was closing Phoenix Underground. He does not own the space. Said he is interested in a few other things for downtown that are non-nightclub related.

B. Parking Report

Lorenzo Lee presented the parking report for May 2016. Revenue is about the same as this point in 2015. \$40,000 in 2015; \$39,524 so far for 2016. The City has an agreement with the television series "Salem" for discounted bagged meters. Mr. Lee also reported that a few cars have been booted. Average collection for booting is approximately \$500.

IX. OLD BUSINESS

A. UDC Update

The most recent email from MPC concerns the timeline. MPC is refining maps and reviewing comments received. MPC anticipates a vote on the UDC in late fall. There is still time for comments/input. MPC will be the first to vote. City Council and Caddo Parish Commission will also consider vote.

The Historic Preservation Commission continues to hold meetings. The Commission is working on a set of proposed guidelines that could significantly impact downtown. Certificates of Appropriateness will be issued when property owners want to make improvements. This issue does present concerns for downtown.

Ms. Swaine noted that she and Ms. Landry were recently in Covington, LA for the Louisiana Trust Historic Preservation meeting and went to training on historic tax credits.

DDA needs to pay close attention to proposed design guidelines and actions of HPC to determine potential impact on downtown.

Mr. Moore noted his concern that it was very easy to do business in neighboring Bossier City. He stated that Shreveport has to be careful when putting restrictions (like a Certificate of Appropriateness) on property owners. It was noted that Bossier does not have an historic building inventory.

B. Parking App/Council Ordinance Changes

Ms. Swaine stated that staff is eager to unveil the new parking app. The city attorney's office has to approve the proposed term sheet. Once that approval is received, the vendor – Passport – will require about 30-45 days for documentation to be finalized, and then an education period for the public will be required. Ms. Swaine noted that if the city attorney approved the term sheet immediately, it would be about mid-August before the program could be rolled out.

Parking Permits for areas on the perimeter of downtown have been approved and will be available for use Monday through Friday, 8 am to 5 pm. The city has to install signage before permits can be sold. Ms. Swaine will meet with Traffic Engineer Michael Erlund in an attempt to move the speed up the process.

C. Downtown Is Cool Because... Campaign Update

Ms. Swaine noted that this has been a fun campaign with great artwork (done by E.D. Stewart). The official campaign concludes at the end of May but staff will continue the campaign via social media. The balance of the grant will be released once the final report has been submitted.

D. Shreveport Common Update

This portion of "old business" will be addressed upon the arrival of Pam Atchison.

X. NEW BUSINESS

A. State Historic Tax Credit Latest & Outlook

Ms. Swaine briefly discussed the recent Louisiana Trust for Historic Preservation and Cultural Connections meetings. She stated that DSDC won the state Historic Preservation Heritage Award for efforts to preserve downtown buildings. She noted that DDA had partnered with DSDC on several properties including artspace, Robinson Film Center, 1215 Texas Avenue, and 416 Cotton Street. She also noted the importance of the historic tax credit program and briefed the board on current discussions regarding the credit. This is a significant program for continued success in downtown Shreveport. The tax credit program is applicable to cultural districts and downtown districts so it is statewide. In 2015 the Louisiana Legislature enacted legislation that will reduce the percentage from 25% to 20% at the end of 2018 but did not put a cap on the program.

A small group of legislators from the Revenue side of the House has been tasked by Governor Edwards to review all the tax credits. Ms. Swaine noted that we have been asked to put together information on how one or two tax credit projects have impacted surrounding areas. Ms. Landry has been compiling data regarding the number of permits issued for the 600 and 700 blocks of Texas Street before artspace opened (just a few were issued) to after the opening of artspace, Robinson, Tipitina's, Bryan Architecture, Joey Guin Salon, FUMC improvements, and Par Minerals. The results tell a good story.

B. Parish Taceaux Grand Opening

This is the new restaurant at 708 Texas, owned by Jason Brady. The opening ceremony is scheduled for June 2nd and will be a festive event with food, bands, etc. The date is being finalized.

Ms. Swaine said that Rhino Coffee is set to open in the Lofts at 624 Texas at the end of July. She noted that it would be good timing to have Parish Taceaux and Rhino Coffee open at almost the same time.

Ms. Swaine also noted that Abby Singer (Robinson's) is becoming even more popular and attracting larger crowds. It was noted that DDA's funding of March Free for All with Robinson may have introduced more people to the restaurant.

XI. ANNOUNCEMENTS

Ms. Bailey announced that the Gwen Norsworthy exhibit is currently installed in the Norsworthy Gallery and that the Hoover Watercolor Society Spring Show will be held on June 5th from 2 – 4pm. She invited the board members to attend.

(Ms. Pam Atchison and Ms. Wendy Benscoter arrived at the meeting at this time to make the Shreveport Common Update presentation.)

Ms. Swaine had asked Ms. Atchison to report on 1) Caddo Common Vote, 2) Grants Awarded for Shreveport Common, and 3) Ongoing Market Study

Ms. Atchison stated that SRAC had moved west to follow the DDA's western boundary expansion and that after the state cultural district designation had been received, SRAC wanted to determine what it means to become a cultural community. Shreveport Common and the proposed Caddo Common park are critical components to the development of a cultural community. She stated that the Caddo Parish Commission approved a grant of \$1M towards the cost of the \$3M Caddo Common greenspace which will be the heart of the Shreveport Common development. SRAC is now in the process of raising the remaining \$2M. She said there are naming possibilities for the park, including the water wall, bayou swell, and sculpture garden. Jack Allen, a downtown (Shreveport Common) property owner will head the social media fundraising campaign.

Ms. Atchison and Ms. Benscoter briefed the board regarding several grants received by SRAC for Shreveport Common that will fund four Unscene events. These events will include a Stan Lewis Fest, a Super Slide (from FUMC to Caddo Street), a Creole Wild West Mardi Gras Indians event and parade, and ten new murals around Shreveport Common. Other events will include a Fall Food Fest featuring nationally known artist Robert McKinley who will create food gateways to Shreveport Common, a Fall Farmers Market event, and a 3-day Collectors tour (a new and expanded version of the 2015 event).

Ms. Atchison concluded her remarks with a brief review of the market study. She stated that the new study, which will be done by Artspace Minneapolis will add to the other studies previously done relative to Shreveport Common. She thanked the board for DDA's funding of the previous market study. She also said an artist survey is currently being conducted to gauge artists' interest in living in downtown overall.

The Beaird Foundation has awarded a grant to help SRAC fund the professional leadership of Shreveport Common. She completed her presentation by inviting the board to the Food Truck Thursdays and thanked them for their ongoing support of SRAC and Shreveport Common.

XII. PUBLIC COMMENTS (NON-AGENDA ITEMS)

Mr. Moore asked for any public comments. There were none.

XIII. ADJOURN

With no further DDA business to conduct, the meeting was adjourned.

Mr. Moore adjourned the meeting at 4:22 pm.

John Hubbard, Secretary