

**Downtown Development Authority
Board of Directors Meeting
May 31, 2017**

Present

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

Absent

Stanley Varner

Staff

Liz Swaine
Janie Landry
E.D. Stewart

Others Present

Gregory Kallenberg,
Sabrina Adsit,
Louisiana Film Prize

I. CALL TO ORDER

Since Chair Christine Bailey and Vice Chair Logan Schroeder were not yet present, former Chair Terry Moore called the meeting to order at 3:34 pm.

II. ROLL CALL

E.D. Stewart called the roll. Members present were: Christine Bailey (3:46 pm), John Hubbard, Lydia Jackson, Terry Moore, Logan Schroeder (3:35 pm), and Keith Todaro. Stanley Varner was absent. A quorum was present.

Logan Schroeder arrived at 3:35 pm.

III. APPROVAL OF ABSENCES

Stanley Varner had requested to be excused.

Lydia Jackson made a motion to approve the absence of Stanley Varner. John Hubbard seconded the motion. The motion passed unanimously.

IV. AMEND AGENDA

Mr. Moore informed the board of a need to amend the agenda to move New Business Item "B", Sponsorship Request – Louisiana Film Prize, to Presentations and add Grant Request – James Burton to New Business.

John Hubbard made a motion to amend the agenda to move New Business Item "B", Sponsorship Request – Louisiana Film Prize, to Presentations. Lydia Jackson seconded the motion. The motion passed unanimously.

John Hubbard made a motion to add a Sponsorship Request for the James Burton Master of the Telecaster Exhibit to the agenda to New Business. Logan Schroeder seconded. Lydia Jackson initially opposed and then withdrew the objection. The motion passed unanimously. (Board discussed whether agenda amendments must be passed by unanimous or simply majority board vote- DDA counsel Jerry Jones confirms agenda amendments must be unanimous).

V. WELCOME / PRESENTATIONS / INTRODUCTIONS

Mr. Moore welcomed the board members, staff, and guests. Mr. Gregory Kallenberg and Ms. Sabrina Adsit presented their sponsorship request for the Louisiana Film Prize, a component of the Prize Foundation. Mr. Kallenberg informed the board how the prize events have grown in the past five years (since 2012), starting with just 600 attendees

and expanding to over 3,500 attendees in 2016. The new addition of Film Prize Jr. also increased attendance by 800. All five prize events (Film, Film Prize Jr., Music, Startup, and Food) are centered in Downtown Shreveport bringing thousands of people into the city center, not only for the events themselves, but also year-round in preparation, as many filmmakers make Shreveport their hub for filming locations. Mr. Kallenberg made a request for a \$7,500 sponsorship for the Film Prize.

Christine Bailey arrived at 3:46 pm.

VI. PUBLIC COMMENTS (Agenda Items)

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

VII. CONSENT AGENDA

A. Minutes

Mr. Moore asked for a review of the April 2017 minutes and for any amendments or revisions.

John Hubbard made a motion to approve the April 2017 minutes as submitted. Logan Schroeder seconded the motion. The motion passed unanimously.

B. Financials

Ms. Swaine asked the board to review the April 2017 financials. She noted that while no additional property taxes from the City have been received, it is possible that one more check might come in the fall. The contract for Streetscape has been signed, but only the January payment has been received. The contract for ShrevePark Parking Services has been signed by DDA but we have been unable to get a copy of it. However, payments are up to date. She also noted that the balance of the DSDC Management Contract amount, which is generally paid quarterly, will be paid in full to clear the receivable line item. To answer questions from Mr. Schroeder regarding the Ad Valorem tax amounts, Ms. Swaine explained that the annual DDA budget is prepared based on the projected amount of Ad Valorem taxes anticipated to be received and with input from the Caddo and Bossier Tax Assessors' offices and the City of Shreveport. The actual revenue has historically been less than the original estimate, however, so staff takes a conservative approach to the budget. She noted that nothing was out of ordinary relative to the financials overall.

Logan Schroeder made a motion to accept the April 2017 Financials as presented. Lydia Jackson seconded the motion which passed unanimously.

VIII. REPORTS

A. Director's Report

1. Greyhound Bus Terminal- 408 Fannin St.
 - Listed-\$649,000
2. SporTran Bus Terminal- still no firm word on plans
3. The city has determined the property can be sold. Trying to determine sale process.
4. 509 Market – The Standard

- Fire Marshall approval on plans, construction has started
5. Sears Buildings- 600 block of Texas
 - Certificates of Occupancy received for mezzanine businesses and 3rd & 4th floor apts.
 - 5th & 6th floor apartments and basement music club still under construction
 - Penthouse apartments expecting July occupancy
 - 2nd story of 3-story building rented/December occupancy
 6. Downtown Construction
 - Beck Building (400 Travis St.) new cooling tower installed
 - LADOTD – repair and overlay of Market, Spring, Milam
 - City of Shreveport – sidewalk repairs
 - AT&T & other broadband subcontractors
 - Water & Sewerage
 7. The Office Hub – 331 Milam St (downtown Post Office building)
 - Opening/Tours soon
 - 8000 sf for co-working space
 - Parking for tenants and bike sharing
 - Officehub.net
 8. New Businesses
 - Grand opening of Louisiana Specialty Gifts in old Hippie Baby location, Red River District
 - Definition Industries – 411 Lake Street
 - Lofts@624 – Donnie Bell Design, Kathryn Gaiennie Fine Photography, Sweet Tees, Total Package Advertising, Maven Royalty Partners
 9. Shreveport Aquarium
 - Possible September 2017 opening
 - World Ocean Day on June 8; special showing of Plastic Ocean at RFC
 10. SALT (Aquarium restaurant announced – Sea, Air, Land, Time)
 - Riverfront and indoor seating
 - Featuring locally sourced foods
 - Open later than aquarium, dining guests will not have to pay entry to go to restaurant
 - LEED Certification
 11. Downtown Crime Concerns
 - Graffiti “taggers” still a major issue
 - Anti-graffiti grant interest by DSDC, based off New Orleans model
 - Car windows broken on Edwards and Crockett Streets
 - Discussion of mobile security cameras and the unresponsiveness of SPD with this issue; could be due to officer shortage
 12. Downtown Infrastructure
 - Lights on Commerce Street repaired; SWEPCO
 - Replacement of missing streetlights – meeting with Public Works, info on location given to City
 - Dead tree removal – DDA hired tree service; 600 block of Texas St., Fannin St. in front of Sam’s Town.
 - Working with City to remove traffic lights and replace with stop signs where possible; Two locations pending: Louisiana @ Crockett, Marshall @ Lake
 13. Dumpster Ordinance
 - Still gathering information for ordinance, working with Property Standards

14. State (Commercial) Historic Tax Credits
 - Several legislative challenges to HTC, so far have all been overcome
 - May 23: "Making the Most of Your Historic Building" talk with SHPO and LTHP was an overflow crowd
15. Sci-Port
 - Personnel changes in upper management

B. Parking Report

In Mr. Lee's absence, Ms. Swaine presented the parking report for April 2017. Park Mobile parking app is working as expected so far. Education process ongoing to inform the public about the app and how to avoid being ticketed. Ticket revenue is down due to employee absences. Both ticketing and coinage revenue is down due to street overlay work and lack of painted meter spaces.

IX. OLD BUSINESS

A. Street Sweeper and Trucks Disposal

Ms. Swaine informed the board that the public bid on the sweeper will be opened June 5th. Sealed bids for the Streetscape and Parking trucks were received. Total amount received for the sale of the trucks was \$1,650.00.

B. Joe Minicozzi – June 22

Meetings with Joe Minicozzi of Urban3, organized by Re-Form Shreveport but sponsored by DDA and DSDC, will be held on Thursday, June 22. Ms. Swaine asked board members to let her know if they planned to attend the luncheon that will be held at the Shreveport Chamber of Commerce and afternoon private meeting at the DDA/DSDC office.

C. DDA Millage Public Hearing

The adjusted millage rate roll forward from 8.55 to 8.64 passed on a Council vote of 5-2 on May 23rd. No public comments were made during the hearing, and the two councilmen who voted against stated to Ms. Swaine that they have no issues with the work DDA is doing, but opposed because of the general anti-tax environment. The new millage rate will be effective in 2018.

D. Downtown SPD/Security Assistance

This issue was primarily covered in the director's report. Ms. Swaine had noted that SPD's response has been minimal regarding steps to install mobile security cameras and abate graffiti vandalism.

Mr. Moore had to step out of the meeting. Vice Chair Logan Schroeder assumed the chair's role.

X. NEW BUSINESS

A. Letter of Support – Shreveport Pelicans D League

Ms. Swaine directed the board's attention to an email from City Economic Development Director, Arlena Acree, requesting a letter of support to bring the 2018-2019 New Orleans Pelicans' G-League basketball team to Shreveport. It was noted that the letter of support does not commit the DDA board financially and only demonstrates that DDA would promote and support the team to benefit all of downtown should Shreveport be selected. The arrival of the G-League would potentially include the construction of a facility downtown. Discussion was held

by members of the board pertaining to both the pros and cons of the potential team arrival and arena, and ultimately, it was agreed that a non-binding letter of support should be sent.

Mr. Moore returned to meeting and resumed.

B. Sponsorship Request – Louisiana Film Prize

Mr. Moore reminded the board of the amount requested for the Prize Foundation by Mr. Kallenberg, and asked for a motion.

Lydia Jackson made a motion to approve a Film Prize sponsorship amount of \$7,500. Logan Schroeder seconded the motion. The motion passed unanimously.

C. Grant Request – James Burton

The Burton Foundation sent an email to Mr. Hubbard requesting \$10,000 grant to SRAC to be 'given to SRAC' to offset unexpected expenses that had been incurred in presenting the James Burton Guitar exhibit at artspace. Lengthy discussion ensued, with concern expressed about why SRAC was not making the request itself, the lateness of the request (the exhibit was to begin in two days), and the importance of organizations living within their budgets. Alternatives discussed included funding only a portion of the costs of some guitar cases or donating the money to the Burton Foundation instead of SRAC.

John Hubbard made a motion to donate \$5,000 to the Burton Foundation.

Lydia Jackson made a substitute motion to donate \$2,000 to the Burton Foundation. She then withdrew her motion.

Logan Schroeder made a substitute motion to donate \$2,500 to the Burton Foundation with the stipulation that the money is to be used to purchase guitar display cases from SRAC for the long term use of the Foundation after the exhibit at artspace has ended. Lydia Jackson seconded the motion. The motion passed unanimously.

XI. ANNOUNCEMENTS

Mr. Moore asked if there were any announcements. There were none.

XII. PUBLIC COMMENTS (NON-AGENDA ITEMS)

Mr. Moore asked if there were any public comments on non-agenda items. There were none.

XIII. ADJOURN

With no further business to address, Mr. Moore adjourned the meeting at 5:33 pm.

Stanley Varner, Secretary