

**Downtown Development Authority
Board of Directors Meeting
July 26, 2023**

Present	Absent	Staff	Others Present
Michael Corbin	Tim Huck	Liz Swaine	
Drayden Dunn	Kathy Malone	Stacie Leng	
Chelette Holden	Kyle Southard	Peggy Hellyer	
Terry Moore			

A. CALL TO ORDER

The meeting was called to order at 3:34 pm by Chair Michael Corbin.

B. ROLL CALL

Peggy Hellyer called the roll. Tim Huck, Kathy Malone, and Kyle Southard were absent.

C. APPROVAL OF ABSENCES

Terry Moore made a motion to accept the absence of Tim Huck. Chelette Holden seconded the motion, which passed unanimously.

D. AMEND AGENDA

The agenda was not amended.

E. WELCOME / INTRODUCTIONS/ PRESENTATIONS

Cook & Morehart- 2022 DDA Audit

Vickie Case of Cook & Morehart reviewed the 2022 audit for the board. She stated there were no findings.

Other items from the audit:

- Budget schedule on page 26, 3rd column, shows a decreased fund balance from the prior year, but the bond debt was paid off. The year-end fund balance was \$2.2 million.
- Property tax for the year: \$726,080.
- Budget schedule - modified actual balance: \$1,763,002.
- Full actual basis: cash \$1,786,378. Deferred inflows of resources: \$733k. Property taxes for 2023 parked in a holding account, total net position \$2.4 million. Unrestricted \$1.5 million.
- Ms. Case reviewed the Statewide Agreed upon Procedures. The audit found no significant issues with the SAUP.

There were no questions from the board. Michael Corbin thanked Ms. Case for her report.

Gregory Kallenberg- PrizeFest Sponsorship Request

Mr. Kallenberg updated the board about the 2023 PrizeFest. The festival is a permanent fixture downtown. Artbreak's Film Prize Junior had 1,000 children this year. Taco wars was presented at Municipal Auditorium, and 8,000 people participated. The PrizeFest office is in the American Tower. PrizeFest is rated one of the best film prizes in the world. The event will run for two weekends. October 13-15 will be the Music and Fashion prizes. FashionPrize will be held at Phoenix 2.0, and MusicPrize will be at the PrizeFest Garage. MusicPrize now holds a conference, and all participating musicians must attend. MPCon will be held in the Municipal Auditorium ballroom. Katy Larsen

manages FashionPrize, and it draws fashion designers from all over the country.

The second weekend events, which begin on October 19th, will be held in the 700 block of Texas Street and feature Film, Comedy and FoodPrize. It is estimated that Film Prize events will draw more than 10,000 people over the two-weekend timeframe. Theaters for FilmPrize will be located at Crystal Stairs, 601 Texas; Robinson Film Center, 617 Texas; and the Strand Theatre, 619 Louisiana. Both slates of films must be seen for voting eligibility. Friday night is FoodPrize “Come and Get It”. Local chefs pair together and are judged by out-of-town chefs. ComedyPrize will be at The PrizeFest Garage. The musical acts and comedians who have applied are top notch. PrizeFest shines a positive spotlight on downtown Shreveport.

Mr. Kallenberg is asking for funding support this year from the DDA. Terry Moore thanked him for all his hard work and for the passion he brings to the fest and downtown.

F. PUBLIC COMMENTS

There were no public comments.

G. CONSENT AGENDA

Minutes

Ms. Swaine asked for a review of the June 28, 2023, regular meeting minutes and for any revisions.

A motion was made by Drayden Dunn to approve the minutes of the June 28, 2023, meeting. Terry Moore seconded the motion, which passed unanimously.

June 2023 Budgetary Comparison Financial Statement

Ms. Swaine reviewed the June 2023 Budgetary Comparison Financial Statement. Property taxes are trending a bit ahead of expected, both contracts with the city are current, and there is nothing out of the ordinary relative to expenses except insurance. The underestimated insurance line item is over \$1000 due to rising costs in the industry overall. \$75,000 of the city allocation for tree replacement has been spent on trees to date. She called the board members’ attention to the fact that the 2023 DDA budget was finalized and approved in September 2022. The city increased the annual parking contract later in the year.

Terry Moore asked about the police supplement and whether or not more officers could be placed downtown. Ms. Swaine responded that the number of officers available depends on day and time. Officers are generally available from 7am to 8pm, but late-night hours are difficult to fill, especially in areas with alcohol. She stressed that additional technology can assist the department in filling the gaps. There is a “downtown unit” now, but it only consists of four officers Thursday - Saturday.

Drayden Dunn mentioned the possibility of Blue Line Solutions cameras being utilized downtown. These cameras are telescoping with audio, lights, etc. Michael Corbin asked if the Sheriff’s RV is unmanned when it is downtown. It is primarily used for booking. It was noted that the officers tend not to spend time in the RV, they are all on the streets.

A Motion was made by Terry Moore to approve the June 2023 Budgetary Comparison Financial Statement as presented. Drayden Dunn seconded the motion, which passed unanimously.

VIII. REPORTS

A. Director's Report

The Pittsburgh Plate Glass (PPG) building has sold. The realtor will not divulge the new owner or the plans.

Shreveport Bossier Advocate. Located in the Louisiana Tower. Ten people on staff currently

Candle Pouring sponsorship: The events are currently sold out. Will be on the August Artwalk. The organizer, who liked the board's idea of special candles for events like the Revel, will be the recipient of a mini-grant.

Artwalk August 2. Centenary College will be providing its air-conditioned athletic van for free air-conditioned transportation.

Michael Corbin asked about the food at The Glass Hat restaurant. Drayden Dunn replied that in his opinion the food is good. Ms. Swaine said the restaurant is experiencing growing pains and noted that the manager has an older following from Beam's in Bossier. Those people are coming now to check out the restaurant.

Ashley's Tiers of Love Bakery has been giving out business cards and free samples outside the restaurant and around the courthouse. Ms. Swaine said this was an excellent way to promote their business.

B. Parking Report

Lorenzo Lee reported that ticket revenue last month was \$26,720 which slightly less than June 2022. Total collections are trending towards \$300k for the year. No vehicles were booted last month, but six have been booted in July.

A discussion ensued relative to PrizeFest paying for bagged meters. Michael Corbin asked if the city allows free parking for some events. Mr. Lee said there is special event pricing available and noted that it is possible for eventgoers to remain longer in a parking space with one paid amount.

IX. OLD BUSINESS

A. Downtown Security and Homeless

Ms. Swaine reported that she attended the City Council's Public Safety Committee Meeting. It was fairly well-attended, but there was a long agenda and lots of public comments. Downtown safety was the fourth agenda item, and she was invited to talk. She said there are some things that can be done to help. Private properties where the gatherings take place are not secured. Ms. Swaine believes the owners of these parking- and vacant lots have an obligation to light and secure them. There are illegal food pop ups and seating which is creating a street festival atmosphere. Ms. Swaine talked to the City Attorney and SPD about coming to SPD and explaining which food vendors downtown are legal and how the permit process works. The overall situation is affecting businesses, residents, and downtown as a whole.

Drayden Dunn asked if the City Attorney is currently drafting the noise ordinance. Ms. Swaine reported that the current ordinance is 28 pages long and has been amended so many times that sections conflict. The City Attorney's Office believes it would not hold up in court. Complaints have been received from downtown residents and hotel guests regarding the level of noise. Ms. Holden stated she is open to a "happy medium" and that there has been a lot of negative media attention

directed at Haze. Ms. Swaine commented that the noise ordinance is not a downtown ordinance, it is city-wide. Attention was turned to downtown because of the crimes that were committed recently and the problems that seem to center in the entertainment area.

Terry Moore stated that the ordinance needs to be applied equally across all spectrums. Mr. Corbin said the unsaid part of this is from the police side - two officers vs 150 people is not a manageable situation. The ordinance must be lawful, enforceable, and not targeted at specific locations, businesses, etc. Smart policing is what is required.

B. Trees / Downtown Amenity Fund / Downtown Lighting Grants

Ms. Swaine reported that Coopers Corner has applied for a lighting grant and has been approved.

A. NEW BUSINESS -

A. 2022 DDA Audit

A motion was made by Terry Moore to approve the 2022 DDA Audit as presented. Drayden Dunn seconded the motion, which was carried unanimously.

B. PrizeFest Sponsorship Request

There was a general board discussion about the great exposure PrizeFest brings to downtown.

Terry Moore made a motion to support PrizeFest 2023 for \$7,500. Chelette Holden seconded the motion, which was carried unanimously.

C. Resolution No. 2 of 2023 – Declaring Telephone Equipment Surplus and Authorizing the Executive Director to Dispose of As Appropriate

A motion was made by Drayden Dunn authorizing the Executive Director to dispose of the surplus telephone equipment as appropriate. The motion was seconded by Terry Moore and carried unanimously.

XI. ANNOUNCEMENTS

There were no announcements.

Ms. Swaine reported that DSDC received a grant for electric vehicle charging stations which will be located in the area around Rhino Coffee. She is currently working with Swepeco regarding installation of the stations.

XII. PUBLIC COMMENTS (NON-AGENDA ITEMS)

There were no public comments.

XIII. ADJOURN

With no further business to address, the meeting adjourned at 5:10 pm

Kyle Southard, Secretary