

**Downtown Development Authority
Board of Directors Meeting
April 24, 2024**

Present	Absent	Staff	Others Present
Michael Corbin		Janie Landry	Tabatha Taylor
Drayden Dunn		Stacie Leng	Roland Ricou
Chelette Holden		Peggy Hellyer	Darita Grigsby
Tim Huck (arrived 3:49)			Jeremy Taylor
Kathy Malone (left 5:00 pm)			Gary Brooks
Terry Moore			Craig B. Lee
Kyle Southard (Left 5:00 pm)			

I. CALL TO ORDER

The meeting was called to order at 3:31 pm by Chair Michael Corbin.

II. ROLL CALL

There were no absences.

AMEND AGENDA

The agenda was not amended.

III. WELCOME / INTRODUCTIONS/ PRESENTATIONS

There were no introductions or presentations.

IV. PUBLIC COMMENTS (Agenda Items)

Roland Ricou commented that he was at the meeting to listen. He wants to make sure the DDA hires the best possible person for the job.

V. CONSENT AGENDA

A. Minutes

Mr. Corbin asked for any changes to the March 27, 2024, meeting minutes.

A motion was made by Drayden Dunn to approve the minutes of the March 27, 2024, meeting minutes as presented. Kathy Malone seconded the motion, which passed unanimously.

B. January 2024 Budgetary Comparison Financial Statement

Ms. Landry reviewed the March 2024 Budgetary Comparison Financial Statement. She stated that there are no surprises this early in the year. An additional deposit was made by the city for \$10k which puts the total tax revenue received very close to the budgeted amount. She noted that staff the budget committee takes a conservative approach. In September \$850,000 was put into a money market account and \$1.07M was moved to a 12-month CD, therefore, the interest revenue has increased. There are no unexpected expenses at this time. Ms. Landry commented that the repair work for the roof appears to have stopped the leaks.

Kathy Malone asked what the marketing and publications line item includes. Ms. Landry reported that Ms. Swaine made a multiple-month commitment to Town Square Media for advertising for approximately \$3400 per month. That expense totals approximately \$18,300 and has skewed the marketing budget. Ms. Landry cancelled the contract. She said that in the future, marketing expense will be reduced. Drayden Dunn asked about the type marketing Town Square was doing. Ms. Landry reported that the campaign was primarily radio. She said they had good demographics, but

\$4k per month is not sustainable. Ms. Swaine thought it was month to month, but Town Square had a contract.

Terry Moore asked why workman's comp has incurred $\frac{1}{3}$ of the budget line item to date. Ms. Landry stated that the reflected amount includes Streetscapes and Parking, and those costs will be moved out by the auditors. Mr. Moore also asked about Artspace support, as it is almost one-half the budgeted amount for the current year. Ms. Landry stated that Artspace support has typically gone over budget. The amount shown on the March financials was for utilities. She said that Pepito's does reimburse for its utility expense. Ms. Landry stated that SRAC has not previously had the information to know the monthly utility expense. The roof at Artspace is leaking, but it is under warranty. Mr. Moore stated that there needs to be a utility discussion with them. Michael Corbin stated that it is a terribly inefficient building and also asked if the restaurant space is metered separately. It was reported that there is a sub-meter for the electricity and the restaurant is invoiced for that monthly amount. Pepito's also paid for one-half the water.

Mr. Corbin asked if the Lunch On Us program came out of the marketing line item. Ms. Landry said that the campaign was paid from marketing. Drayden Dunn said that the event sponsorship line item had not been used and suggested that staff make others aware that DDA has some money for sponsorships. She said that event sponsorships are brought to the board for approval. Event requests less than \$500 are generally considered Mini-grants and are not brought to the board.

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

VI. REPORTS

Director's Report

1. Artwalks 2024

1st Wednesday each month April – December (except October due to Revel)

May 1, 2024 – Lake/Crockett & Edwards Corridor

2. Dees Photo Building/Dripp Donuts – 421 Market Street

Owned by DSDC2, Inc.

Building at major risk of collapse. Staff is coordinating demolition and removal of Dripp inventory.

Dripp ownership's Facebook post initiated very negative comments from Dripp supporters.

The potential lawsuit by Dripp against DSDC2, Inc. has restricted public comments by staff. Ms. Landry would like to publish a fact sheet listing all the differences between the DDA and the DSDC. Tim Huck asked if the board could review it before it is published. Ms. Landry stated the fact sheet would simply detail the difference between DDA and DSDC and the missions of both.

She made a few clarifications concerning the issue with Dripp Donuts. She does have very detailed records about the situation with Dripp. The business was given the 8250 sq. ft. building with no rent due for five years. Dripp has been in the building for 19 months. Given that the average downtown rental rate is \$10 per sq. ft., had the company been paying rent, it would have spent approximately \$132,000. Other locations were offered to Dripp to keep the business downtown, including a DSDC 2 board member who offered 4 of the properties he owns which would have given Dripp the same deal as DSDC2, Inc., but they have not responded to his offer.

Kyle Southard said to make sure the DDA is not taking a stance for or against. Ms. Landry said the fact sheet would be from DSDC2, Inc. rather than DDA. Mr. Corbin gave his opinion that the information would still be confused by the public.

Ms. Landry assured the board that the DSDC2 board wants to work with Dripp and said there are several possibilities being considered.

Tim Huck stated his opinion that any fact sheet published could possibly be construed that DDA/DSDC are taking sides and said that he believes public perception is reality.

Chelette Holden asked if the building would be donated. Ms. Landry stated that DSDC2 plans to demolish the building. She has been working with the City to have the building condemned. DSDC2 is reviewing options after demolition is completed. Drayden Dunn suggested that DDA/DSDC work to communicate to the public the differences between the organizations. Ms. Landry commented that in the past DDA and DSDC have had joint meetings to brainstorm how to work collectively and said that would be a good idea to do so again. She reminded the board that Kathy Malone is also on the DSDC board.

3 .DDA 25-Year Tax Renewal

Current authorization period expires 12/31/27.

Current millage rate 9.04 mills

Will work with City Administration/DDA Legal Counsel to determine the best date to put proposition on city-wide ballot.

Property tax paid only by downtown property owners but voted on city-wide.

Will be a renewal; not new tax.

Developing plan of action to engage property owners/business owners.

4. Performed assessment of streetlights that are out downtown. 58 lights are out.

Texas – 18

Milam – 4

Travis – 10

Caddo – 4

Spring – 11

Fannin – 3

Marshall – 4

Edwards – 4

Reporting to AEP SWEPCO. Michael Corbin stated that the list has to go to Traffic Engineering.

5. Downtown Security Cameras

DDA donation of 4 cameras (\$12,203) to SPD.

The City Council approved the Cooperative Endeavor Agreement with SPD 2-27-24.

Working to coordinate purchase & installation with SPD. Sgt. Mike Jones, now liaison for this project upon Capt. Eatman's departure from SPD.

6. UV Coating – Once in Millennium Moon Mural

Visited with Pam Atchison; decisions were made relating to ways to reduce costs.

SRAC moving forward now.

Funding carried over from 2022 COS allocation.

7. Millennium Studio – 300 Douglas Street
30-year lease to G Unit Film & Television Louisiana and Millennium Studio / Curtis “50 Cent” Jackson
Option for 15-year extension
Lease includes furniture, fixtures & equipment.
\$2400 per year/Triple Net
Property will be on tax roll.
Ribbon Cutting; was held 4/18/24; 4 pm, at Government Plaza. The event was well attended; exciting.
Met with his attorney and representatives regarding purchase of other downtown properties.
8. Current interest from a conglomerate of entertainment, news, and sports brand entity.
Staff working to provide information concerning available tax credits and locations.
Provided available city properties and made introduction to state director of entertainment.
9. Petroleum Tower, 425 Edwards St.
Project still a possibility.
New investment group providing financial resources.
Met with administration in November 2023.
Asking for sales tax abatement on building materials.
Also asking for approval of RTA program from 5-10 years to 20 years.
Mayor reviewing requests. Indicated support of sales tax abatement.
Hope to start construction summer 2024 (likely 24-month construction period)
Planned 120 units. Exploring potential for few units to be affordable
Project will still be market rate for majority of units.
Developer waiting for input from Mayor’s office & Community Development Dept.
Working to arrange conference call.
Have requested list of needs from developer.
10. City added Ordinance 43 to City Council 4/23/24 meeting to authorize collection of DDA tax in the DDD. Council must approve the resolution by June 1st on annual basis.
11. State Rep. Stephen Jackson introduced HB 245 – changes nomination process for the DDA Board of Directors. Senate District 37 is no longer applicable to North Louisiana. The proposed bill provides that appointment by the Mayor from nominations made by any state senator and any state representative whose legislative district encompasses a portion of the area of the DDD.
12. Two blocks of Milam Street named James Burton Way on 4/12/24 to commemorate Burton’s significant contributions to the music industry and his hometown of Shreveport. Mayor Arceneaux declared April 12, 2024, as James Burton Day and presented proclamation.

Burton is only one of 16 entertainers to be inducted into the Rock & Roll Hall of Fame and the Country Music Hall of Fame (set for induction in October 2024).
13. The last available space in Jason Cram’s rehabbed property on Crockett Street is being leased to his wife who is a pharmacist. The pharmacy joins the Glass Hat Café, Crockett Street Trading company and On Set Studio.

B. Parking Report

Lorenzo Lee reported that Parking will soon have access to DMV records which will help ensure that notices are sent to correct addresses. He reported that \$27k was collected in ticket revenue for March and \$15k was collected from the meters, which is on track to match collections in 2023. Total revenue collected in 2023 was \$83k. Currently, revenue collection is \$82k. There were 14 vehicles booted last month. The patrollers are aiming to identify scofflaw vehicles before the boot totals become significant. There was discussion about the possibility of parking passes for potential investors to avoid the issuance of tickets when those individuals are downtown looking at potential locations. Mr. Lee stated the concept would be a mayor/city council issue, but that Parking could certainly assist.

VI. OLD BUSINESS

A. Search Committee – Executive Director Position

Mr. Corbin reported that at the previous DDA meeting, the committee was charged with using a rubric to review resumes. One candidate asked to be removed from the applicants. The information on the top candidates was sent to all board members. The top four applicants are: Adam Bailey, Guy Forte, Adrian Diego Lopez and Cedric Glover.

Michael Corbin made a motion to engage with a search firm, with an expenditure of no more than \$50k, inform those applicants who are no longer being considered, and inform the top four that their information will be provided to the selected search firm if they choose to remain as an active candidate. Tim Huck seconded the motion.

Discussion: There was a board discussion prior to a vote on the motion.

Chelette Holden commented that in reviewing the information that was submitted to the board, it appears that Cedric Glover was the top scoring candidate. It is her belief that he is a good candidate for the position. He is a former mayor, city councilman and state representative.

Chelette Holden made a substitute motion for the board to move forward with the hiring of Cedric Glover as Executive Director. Drayden Dunn seconded the motion.

Discussion: A board discussion ensued prior to a vote on the substitute motion.

Tim Huck stated that the board must interview the four candidates who were recommended to be moved forward.

Kathy Malone stated she would like to review the resumes of the top four candidates.

Mr. Corbin said his motion was based on the charge the committee was given. It was not a unanimous vote, but it was the consensus of the committee.

Mr. Huck asked Mr. Moore for his opinion. Mr. Moore said the board should use a national search firm, pass the four resumes on to the search firm and exhaust all possibilities.

Mr. Huck asked about the time frame for a national search and if the last director search was a national search.

Mr. Corbin said there are three potential search firms, and the time frame is two months, maybe

three. Relocation would add to the timeline if an out-of-town person were chosen. In the committee meeting Monday, it was unanimous that any firm that is contracted should handle as much of the process as possible. The committee members are not HR professionals. Mr. Dunn stated that there was a rubric, and the committee scored the resumes. Mr. Glover was the number one candidate. Mr. Corbin was not sure that Mr. Glover was the highest candidate, but the scored rubric information was sent to the board members. It was stated that the film industry was at its peak in Shreveport when Mayor Glover was in office, and the industry is potentially about to take off again. Ms. Holden said she also believes that Mr. Glover could work with all that G Unit has planned for the city.

Ms. Holden restated her substitute motion for the board.

She made a substitute motion to hire top candidate in scoring, Cedric Glover, as Executive Director of the DDA based on his experience as a former mayor, city council member, and former state representative.

Chelette Holden and Drayden Dunn voted to hire Cedric Glover as Executive Director. Michael Corbin, Kathy Malone, Kyle Southard, and Terry Moore voted against the substitute motion. Tim Huck abstained. The substitute motion failed to pass.

Discussion before the vote on the original motion:

Mr. Huck stated his opinion that if the national search does not result in a better candidate than we already have, he does not want to lose the current candidates. He wants those candidates to be included in the process.

Mr. Corbin said the original job listing was posted on a downtown national website but not with a recruiting firm.

Mr. Moore stated he believes in local talent and if the person is the best for the job, they will be the best for the job no matter if they go up against national talent. He suggested that the board should do everything possible to get the best person for the job.

Mr. Dunn said he also wants the best person to be selected for the job. He stated his belief that good things are coming for the city. Mayor Glover was at the helm when the film industry was here last time. He then asked Mr. Moore why he voted against his motion to hire Mr. Glover.

Mr. Moore said he wants to bring other people in and see what talent is out there.

Mr. Corbin stated that if the board uses a search firm for the process, none of the information becomes public until recommendations are made to the DDA. Ms. Landry said that information received in the DDA office becomes public. If DDA does not have the information, however, it is not open to a public records search.

Michael Corbin read an email question that he asked DDA counsel Jerry Jones:

“If the DDA contracts with a search firm, does public release of information begin when final recommendations are made to the DDA board / search committee? Can requests be made of the search firm about all individuals they are vetting?”

Mr. Jones' reply:

“The documents don't become a public record and therefore subject to public records act until they are in the custody of the DDA. There is an argument that a contractor's records are also subject to the act, but that has not gotten traction anywhere. The contractor would have to reach its own decision on the issue, but I would feel comfortable providing my perspective that it would not be

obligated to respond to a request by providing documents.”

Top referrals will be made public. Mr. Southard agreed with Mr. Moore that local applicants should stand up to national candidates. Mr. Southard said he voted against hiring Mr. Glover at this point, because the board has not heard him speak about downtown and what he thinks about the DDA, etc. Mr. Southard also stated that he is an HR professional, and he is skeptical that a national firm can find the best candidate.

Kathy Malone said she wants the best person for the position. At the previous meeting she had stated she wanted something to be done and that she knows it will not be a fast process. She said recently she had to hire a new assistant, and a search firm was utilized. She said the correct person was hired, and the process worked wonderfully.

Mr. Corbin’s original motion was restated:

Michael Corbin made a motion to engage with a search firm, with an expenditure of no more than \$50k, inform those applicants who are no longer being considered, and inform the top four that their information will be provided to the selected search firm if they choose to remain as an active candidate. Tim Huck seconded the motion.

The board vote was as follows: Michael Corbin, Tim Huck, Terry Moore, and Kathy Malone voted for the motion. Kyle Southard, Chelette Holden and Drayden Dunn voted against the motion. The motion passed.

Mr. Corbin will contact the search firms as soon as possible.

B. Downtown Security and Homeless

No discussion.

C. Vacant Property Ordinance

No discussion.

D. Downtown Amenity Fund / Lighting Grant

No discussion.

E. Security Cameras

No discussion.

VIII. NEW BUSINESS

A. Lunch On Us

Mr. Corbin said the Lunch On Us event that DDA held in November and December 2023 was very popular. It was suggested that the event be held before the weather becomes too hot. Ms. Landry said staff would put together a proposal for early summer.

B. Discussion of Proposed Resolution of Support for Bond Issue

Mr. Corbin reminded the board members to vote on Saturday if they had not done so already. The board formally supports the bond proposal.

C. DDA Nomination Process – HB 254, 2024 Regular Session (Jackson)

Previously discussed.

IX. ANNOUNCEMENTS

Mr. Corbin said that Kyle Southard informed the board about a complaint from a downtown real estate agent who received a ticket while showing a property. The board should continue the discussion of parking passes.

Mr. Corbin was contacted by the incoming tenant at Artspace for a “to go” space in front of the building. This would require additional conversation.

430 Travis will soon be housing SPD downtown.

Mr. Huck reported that Grayson Bailey is contemplating opening a grocery store downtown.

X. PUBLIC COMMENTS (NON-AGENDA ITEMS)

There were no public comments.

XI. ADJOURN

With no further business to address, the meeting adjourned at 5:07 pm.

Kyle Southard, Secretary