

**Downtown Development Authority
Board of Directors Meeting
May 22, 2024**

Present

Michael Corbin
Drayden Dunn
Chelette Holden
Tim Huck
Terry Moore

Absent

Kyle Southard
Kathy Malone

Staff

Janie Landry
Stacie Leng
Lauren Davidson
Lorenzo Lee

Others Present

Tommy Coward

I. CALL TO ORDER

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

II. ROLL CALL

Kye Southard and Kathy Malone were absent.

III. AMEND AGENDA

The agenda was amended to include a sponsorship request from 318 QProductions “Shreveport Q-Prom 2024”. The request was added to new business.

Motion for approval from Terry Moore. Tim Huck seconded the motion, which passed unanimously.

IV. WELCOME / INTRODUCTIONS/ PRESENTATIONS

There were no introductions or presentations.

V. PUBLIC COMMENTS (Agenda Items)

Tommy Coward stated he did not have any public comments and was in attendance to observe on behalf of the company Robertson Produce.

VI. CONSENT AGENDA

A. Minutes

Mr. Corbin asked for approval of the April 24, 2024, meeting minutes.

A motion was made by Tim Huck to approve the minutes of the April 24, 2024, meeting as presented. Chelette Holden seconded the motion, which passed unanimously.

B. April 2024 Budgetary Comparison Financial Statement

Ms. Landry reviewed the April 2024 Budgetary Comparison Financial Statement. She stated that nothing is out of line relative to income and expense. She noted that there was approximately \$4000 in additional tax revenue received from the city from May that is not reflected on the statement. She stated that revenue received to date is just short of the overall budgeted revenue anticipated for the year, which is a good situation.

The Streetscape contract with the city relative to payment is current. The miscellaneous income for Streetscape is for hanging banners for an organization. City payments for the parking contract are current also. The downtown beautification line item has not changed. Miscellaneous income was from an LWCC dividend. Terry Moore asked for clarification if LWCC was an acronym for Louisiana Workers’ Compensation Corporation. Ms. Landry stated that it was. She also noted that the marketing budget is currently being used to promote the June Artwalk and Townsquare Media is providing radio and digital marketing. Drayden Dunn asked if the contract with Townsquare had been canceled. Ms. Landry confirmed that the previous contract has been canceled and that the agency is being used on an

as-needed basis. Mr. Dunn suggested that staff explore additional sources for marketing to expand the reach.

Ms. Landry called the board's attention to the trees and infrastructure from the City of Shreveport line item shows that reflects a variance of \$31,682. She said the correct variance should be \$63,000.

Mr. Corbin stated that he has noticed faded and damaged signage and asked if there is any movement with the project. Ms. Landry replied that there has been some discussion and that the project should be moved up in priority. Mr. Huck mentioned that updated signage is needed on Travis where the directional traffic was changed. He said the change is not reflected in Google maps. A brief discussion followed regarding the need to update the signage. Mr. Corbin stated as time permits, we should start an inventory of signs that are missing, damaged, and the specialized signage.

Mr. Dunn asked about security grants. He brought up concerns from past events drawing large crowds downtown and the need for additional policing. He suggested exploring options for extra security presences for upcoming events. A discussion ensued about security needed for previous events and potential avenues to explore for future events. Mr. Corbin suggested that the coordination should be with the event task force to let them know additional capabilities are available if they need more coverage for an event. Mr. Dunn stated he would like to discuss options at the next meeting. A discussion was held as to whether pulling from outside sources for police presence is needed. The discussion continued with the idea of exploring private firm options.

Ms. Landry stated that there will be an expected upcoming expense with the recruiting firm.

A motion was made by Terry Morre to approve the April 2024 Budgetary Comparison Financial Statement as presented. Tim Huck seconded the motion, motion passed unanimously.

VII. REPORTS

A. Director's Report

1. Artwalk 2024

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

June 5, 2024 – Texas & Marshall Streets – Central Corridor; 5pm – 8 pm

Sketch the City with Misha Farrell.

Downtown Tells with Robert Trudeau featuring Huddie Ledbetter. Will have a dance shuffle, hand percussion, and a sing-along.

Ashley's Tiers of Love – free cupcake samples.

Pop N Pizza specials.

Venue at 421 Texas to highlight their newly renovated event space.

Noble Savage - specials.

Musicians along the way.

One Texas Center – first time participating.

2. HB 254 – (Jackson) – Changing Nomination Process for DDA

State Representative Stephen Jackson introduced HB 245

Changes nomination process for DDA Board of Directors.

Senate District 37 is no longer applicable to North Louisiana.

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.

Amended.

One member from a list of nominees submitted to the mayor by any state senator whose senatorial district encompasses a portion of the area of the district and by any state representative whose

representative district encompasses a portion of the area of the district.
Sent back to the Committee on Local and Municipal Affairs. Pending in Committee.

3. Downtown Security Cameras
DDA donation of 4 cameras (\$12,203) to SPD.
City Council approved Cooperative Endeavor Agreement with SPD 2-27-24.
Working to coordinate purchase & installation with SPD. Sgt. Mike Jones is now liaison for this project upon Capt. Eatman's departure from SPD.
SPD ready for installation. JETT Business Systems – vendor will install.
DDA will be billed upon completion.
4. Dees Building – 421 Market
Demolished; addressing basement.
DSDC2, Inc. to determine if property will be for sale.
Will need appraisal.
Reimbursed Dripp Donuts for their total investment and lost inventory/equipment.
Trying to find suitable downtown location for Dripp.
5. DDA 25-Year Tax Renewal
Current authorization period expires 12/31/27.
Current millage rate is 9.04 mills.
Will work with City Administration/DDA Legal Counsel to determine 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.
6. Performed assessment of streetlights that are out downtown. 58 lights are out.
Texas – 18 out
Milam – 4
Travis – 10
Caddo – 4
Spring – 11
Fannin – 3
Marshall – 4
Edwards – 4
Working with Traffic Engineering to determine which lights to replace.
7. Petroleum Tower, 425 Edwards St.
Project still a possibility.
Investors met recently with city administration.
Mayor agreed to support the project along the same lines as previously promised.
Property tax benefits, sales tax exemption during construction and support of application to NWLFA.
City will also work with developer on traffic and parking adjustments for construction phase near the building.
Ownership is pleased and moving forward with development.
8. City added Ordinance 43 to City Council 4/23/24 meeting to authorize collection of DDA tax in the DDD. Council has to approve by June 1 on annual basis.
Legislation withdrawn at Caddo Assessor's recommendation.
2024 is a reassessment year.

Books won't close until August.

Caddo Assessor will work with Legislative Auditor to establish millage rate for DDD.

9. Dees Building – 421 Market
Demolished; basement open.
DSDC2, Inc.
Engineering firm engaged to draw plans for basement.
Will hire GC to fill basement as soon as possible.
DSDC2, Inc. has paid Drupp Donuts for its complete investment in the property and loss of inventory/equipment.
Working to find downtown location.
Still expecting lawsuit.
10. Fairmont Apartments – 728 Cotton Street
4 trees on Common Street need to be trimmed to allow installation of scappling for renovation.
Fairmont owns the trees; wants to remove.
Had DDA tree serviceman provide estimate to trim.
Will partner with Fairmont to prevent tree removal.
11. Downtown Grocery – 601 Texas
Owner Grayson Bailey wants to have downtown grocery- similar to Matherne's Market in downtown Baton Rouge.
Will assist with tax credit application and as needed.
12. Lunch On Us – Planned for Late Summer
Will produce popular event as before
Will partner with downtown restaurants.
13. Shop On Us – November and December
Developing an event similar to Lunch On Us to promote downtown retail.
14. Recruitment Firm – DDA Executive Director Search
Providing demographic / DDD information as requested.
15. Working with developers currently interested in downtown properties for residential, entertainment, and retail.
16. Artspace – 708 Texas
SRAC requesting various needed repairs at 708 Texas. DDA staff is getting estimates to determine cost and which repairs are structurally necessary. Structural issues caused by leaking roof. Roof still under warranty.
17. New Event – Mrs. Roper's Romp
May 31st. Fatty Arbuckles, Sandbar, Stray Cat, Noble Savage, Missing Link, Abby Singer's Bistro.
Simultaneously occurring in downtown Thibodeaux, LA.
Special drinks.
Kick off 6 pm Red River District.
Event popping up across the country celebrating character of Helen Roper from popular ABC sitcom, Three's Company.

18. Adopt A Pot
 - All planters are out.
 - Sponsorship signs being installed by end of week.
 - Generating positive feedback.

B. Parking Report

Lorenzo Lee reported that coin and meter revenue this month exceeded 2023 totals for April. Mr. Lee stated that bagged meter income was down from the previous last two months. Four vehicles were booted. The overall meter revenue for April was \$12,128.

Mr. Lee stated that staff is working to get access to the Office of Moter Vehicles registration information. He said that the current vendor provides this information two weeks out after the ticket is past due. He noted that currently mail is returned due to outdated address information. The problem is confirming valid addresses. Staff is currently waiting on the IT vendor to be able to complete the process. Mr. Lee updated the board on assistance ShrevePark has given to their enforcement vendor. Monica Rogers has assisted by providing the company with needed updates which has allowed the processes to become automated and tracked. She assisted with the beta version and gave feedback. The company held a webinar with their other clients, and Ms. Rogers was featured in the training. She also explained the process and gave updates. Mr. Lee stated staff is also working with the company on other future features. Ms. Landry commented that it has been very positive to have ShrevePark and staff featured in this manner.

Mr. Corbin asked about the option to set up a lunchtime free parking concept and if it would require city or city council approval. Ms. Landry stated her opinion that elimination of lunchtime parking would require council approval. A discussion was had about the Park Mobile App. Mr. Lee stated that the app also has a valet option. Mr. Huck added that could be a good option for restaurants asking for parking spaces.

VIII. OLD BUSINESS

A. Search Committee – Executive Directors Position

Mr. Corbin provided an update for the search committee for the Executive Director position. They are actively working with a search firm to provide a packet to market position. The contract has been signed. Mr. Corbin stated that he and Ms. Landry had an initial meeting with the firm representative and that the search committee will meet next Tuesday. He said the recruiting firm is currently in a gathering information period to make the city attractive. He believes the process is approximately two to two and a half months away from big discussions.

B. Downtown Security and Homeless

Mr. Huck expressed the need to address the homeless and panhandling issues in downtown and said a dialog is needed with SPD and the City relative to these problems. A board discussion followed regarding these issues. Mr. Corbin suggested inviting SPD leaders to the next meeting to discuss.

C. Vacant Property Ordinance

No discussion

D. Security Cameras

Discussion during director's report.

E. By-Laws

No discussion.

F. Lunch on Us

Discussion during director's report.

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

Discussion during director's report.

IX. NEW BUSINESS

A. Lighting Grants

Ms. Landry presented a clarification needed on the Downtown Lighting Grants. She stated that currently the grant is capped at \$2000 per grant, but there is not a cap on the total amount on the grant. She stated that two grants have been given for a total of \$4000. One current application has been received. She would like the board to set a cap on the total availability for the lighting grants and recommended a cap of \$18000. She said the issue could be revisited if additional funds are needed. Mr. Corbin stated his opinion that this would be creating a sub budget for the grant designated for lighting. Mr. Moore asked if the idea was to establish a primary cap to start. He said that the cap could be raised in the future to handle the grants requests if needed. Ms. Landry confirmed that was her intention and agreed that the lighting grant fund could be increased to meet the demand if necessary. . A brief discussion followed to clarify the need to cap the lighting grant

A motion was made by Tim Huck to cap the Lighting Grant Budget at \$18,000. Drayden Dunn seconded the motion, which passed unanimously.

Mr. Dunn mentioned the potential of considering lighting of the trees, such as uplighting. Ms. Landry stated that uplights had been installed during the streetscape project but not done correctly. The lights had filled with water and did not work. A brief discussion was held relative to lighting idea options. It was suggested that the beautification budget could possibly be the funding source for this project.

B. Sponsorship Requests

Drayden Dunn presented the sponsorship request for the Shreveport – Bossier African American Chamber of Commerce. He briefly recapped the event and said that the annual meeting presented opportunities for local business leaders from both the public and private sectors to network, advocate for, and increase opportunities. The request was for a table sponsorship of \$1500, which includes 10 tickets.

Mr. Corbin expressed his appreciation for the work the African American Chamber does in the city. He said his concern is that this is not sponsoring an event that will be bringing people downtown. He does not know if the DDA has bought a table at events before. Ms. Landry said that DDA has approved sponsorships for tables previously. A discussion followed about the event and similar previous events that have been approved. Mr. Corbin stated that the Robby's, Q-Prom, PrizeFest and the like bring large numbers of people downtown that can support and visit restaurants and clubs.

Mr. Dunn stated that the Robby's has the same number of attendees as the African American Chamber of Commerce event.

Mr. Huck stated he was in favor of the sponsorship but not for the purchase of a table because as a board they cannot receive a benefit from the sponsorship.

Drayden Dunn recused himself from the vote because of the question of whether his wife, as past chair of the African American Chamber of Commerce, was a paid employee. He stated that she was never a paid employee and that she works in a volunteer compacity.

A motion was made by Tim Huck to approve the sponsorship for \$1000. Micheal Corbin seconded the motion, which passed unanimously.

C. Red River Revel Farmers Market

Ms. Landry presented the sponsorship request for \$1500 for the annual Farmers' Market. A discussion about the event and past sponsorship ensued. Mr. Dunn stated it was a rare opportunity to support small businesses and micro businesses.

A motion was made by Drayden Dunn to approve the sponsorship for \$1500. Tim Huck seconded the motion. The motion passed unanimously.

D. 318 QProductions "Shreveport Q-Prom 2024"

Ms. Landry presented the sponsorship request from QProm. The request was for \$2500. She then reviewed a report detailing the history of past sponsorships. Mr. Huck made a motion to provide a sponsorship for \$500. A discussion ensued regarding past sponsorship of the event and how it has grown. Mr. Dunn said he would like to make a substitute motion for a sponsorship of \$1000. Tim Huck withdrew his motion for a sponsorship of \$500.

A motion was made by Drayden Dunn for a sponsorship of \$1000 for Q-Prom. Tim Huck seconded the motion, which passed unanimously.

A discussion then followed regarding the data relative to past DDA sponsorships that was presented by Ms. Landry. Mr. Moore asked what happens relative to sponsorship requests for DDA funding when events become self-efficient. He said that previously the organizers were asked for additional information. The discussion continued about bringing back previous requirements that have been followed in the past relative to DDA sponsorship requests.

X. ANNOUNCEMENTS

There were no announcements.

XI. PUBLIC COMMENTS (NON-AGENDA ITEMS)

There were no public comments

XII. ADJOURN

With no further business to address, the meeting adjourned at 5:11 pm.

Kyle Southard, Secretary