

PROCEEDINGS OF THE DOWNTOWN DEVELOPMENT AUTHORITY TAKEN AT A  
REGULAR MEETING ON THURSDAY, AUGUST 2, 2018.

Those present: Miles Matt, Bryant Poche, Lisa Thomas, Gus Rezende and Greg Walls.

Those absent: Donald Broussard.

Staff present: Geoff Dyer, Jolene Harris and Hunter Hebert.

Others present: Pat Lewis, Carlee AlmLabar, Bruce Conque, Andre Breayx, Jim Bourgeois/One Acadiana, Cindi Axtell owner of 2 Evie Creative, Mike Delcambre and Brad Ridge/Precinct 5.

The meeting was called to order by Matt.

Public comment cards were available on table in the back of room for anyone who wished to speak in regards to items on the agenda.

### Administrative Approvals/Reports

#### Approvals

July Minutes – The July Minutes were presented for approval. Poche motioned to approve the July Minutes as presented, Walls seconded, all voted in favor.

June Financial Statements – The June Financials were presented for approval with Harris making note that the majority of the assessment funds had been received and what was not received by the end of the year was always adjusted with the auditors at yearend due to property owners being assessed with late penalties for prior years, etc. Harris further noted that there was still one more payment to be received by LEDA for Dyer's position. Thomas motioned to approve the June Financial Statements as presented, Walls seconded, all voted in favor.

DDA Board Officers – Matt noted that the by-laws for DDA gave the chairman the authority to appoint an At Large officer and after consideration, Matt appointed Walls for that position. The At Large officer would serve in place of both the chairman and secretary/treasurer if both were absent. Matt made further note that he wanted to implement having an executive committee meeting prior to the full board meeting to go over key items in order to reduce the timeframe on certain issues during a regularly scheduled meeting. It was further noted that this would be postponed until a new CEO was in place.

#### Reports

DDA Board Appointments – Harris noted the following: positions which were ending on August 31 was Trahan, Broussard and Poche, with Trahan resigning early due to being selected as one of the seats on the new Downtown Management Committee; as of September 1, Matt, Thomas, Walls and Rezende would be the longest tenured board members; Mike Delcambre/DLU Board appointee, Jim Keaty/City Council appointee would begin their appointments on September 1, and the Mayoral appointment should be on the August 21 City Council agenda.

Downtown Management Committee – Matt noted that there were two other positions besides Pat Trahan that would go before the City Council. The deadline for resumes was July 24 and there were 3 who applied for the 2 seats – Anya Burgess, owner of Sola Violins; Nathanael Johnson,

operator of Reve Coffee Roasters; and Charles Bull, downtown resident and Vice-Chair of Freetown-Port Rico Coterie.

CEO Update – The position announcement which was currently being advertised was handed out to all members of the board with the committee appointments for the CEO search being Matt, Thomas and Walls from the DDA Board. An 8 person committee was formed to include those outside of the DDA appointments to be Carlee Alm-Labar, John Chappuis, Eric Crozier, Missy Theriot and Ursula McClure. Currently there were about 25 resumes received with around 7 that were of focus. Interviews would be scheduled soon with hopes of having someone in place at some point in September.

### Reports/Updates

#### Initiative Updates

Dyer noted this was his last board meeting and he felt that the DDA's primary mission remained redevelopment of the downtown and even though much had been done, there was still much more that needed to be done. Dyer had been working on organizing in binder format all the work he had completed as the Director of Design for 3 years which included various studies to include his drawings so that this could all be handed off to his successor where that person could focus on implementing and executing. Dyer further noted that what was missing was a cohesive master plan for the downtown in which he had planned to do as the Director of Design but was unable to do so when he stepped into the CEO position. Dyer's position as Director of Design salary had been supplemented by outside agencies where he was able to work outside of downtown and had completed a few years back, a master plan for the Oil Center. This plan was on its way to being fully adopted with a press release to be out soon. This master plan was also in a binder which was passed around. Working with LEDA over the last 4 years, Dyer had stressed to LEDA that the downtown was the city's most important economic development opportunity. LEDA's concern at this time was that there were items that they were ready to implement downtown and felt that the Director of Design position was important in which they assisted with funding. Over the last year, Dyer had not been able to do the work needed on that position. LEDA and Dyer recently devised a plan where he would be able to continue working on the downtown master plan as a consultant to LEDA. As of the end of May, the Director of Design funding with LEDA ended and therefore, it would not be reinstated but instead LEDA would continue to fund Dyer that he would be able to come to Lafayette to work towards the master plan for downtown and to work with his successor. Dyer also expressed that he felt that the relationship between LEDA and the DDA was important when the DDA wanted to proceed with the Urban Design role in order for the new CEO to come back to the table for funding with LEDA on that position either as a consultant or as a more permanent position. Discussions followed.

Dyer further noted that he had been meeting with the Planning Department every other week for several months in which a list of items had been noted on the redevelopment, capital improvement initiatives that DDA had been working on over the last 5 years. Dyer would be getting that list together along with the status of each item in order to give a clear idea of the different projects prior to his departure. Three of those items that Dyer touched on were the Library Playground, the Façade Improvement Program and the various streetscape improvements.

Library Playground – Dyer noted that this project was still moving forward with the preliminary design and scoping that DDA funded. With that design and scoping having been completed, it

was recently emailed out to the board. Once there was a price for the project, would be able to see if the Library was still able to follow through with their commitment.

Façade Improvement Program – \$100k had been received back when DDA discontinued the Façade Loan Program and the board had voted to earmark those funds to go towards a Façade Improvement Program in order to use those funds to provide grants to businesses on Jefferson Street to improve their façade by installing awnings. Currently there were some administrative items that needed to be completed such as creation of an application and the process by which businesses needed to go through for approval of the grant and also to determine what conditions businesses must meet. Dyer had received quotes for the installing of the awnings and there would be requirements of the business' to remove tinting, etc.

Streetscape Improvements – the board had approved spending up to \$20k for various streetscape improvements which would include the sidewalk pressure washing and various beautification items on Jefferson Street that Hebert was currently involved in implementing. Dyer noted after hearing comments from different board members, that he agreed there needed to be a program created that listed various items that could be approved for funding on an annual basis that Hebert could implement each year once approved through the budget process.

Dyer further noted in reviewing the DDA/DLU data base, there were issues with the management of all the various contacts from membership to sponsors to business owners, constituents, etc. A customer relations management software was purchased called active campaign which would allow all contacts to be easily managed and accessed from the downtown website. Parallel to the new data base, had been working with a company to do a complete overhaul of the current website where it would be more user friendly. Hunter and Harris were both involved in this process that would not be complete before Dyer's departure.

It was further noted that Dyer could not consult to the DDA for a period of 2 years but could work through LEDA.

Operations Brief – Hunter noted that he had been tasked with AT&T regarding getting a spreadsheet of all the abandoned phone lines/poles in downtown. As it turned out, the areas selected were LUS poles and he contacted LUS to get a map of the location of all their utilities. A map was passed around which showed that the majority of all the poles downtown belonged to LUS not AT&T. AT&T was not willing to remove the lines they had due to new tenants coming in that may want AT&T service. The area that the Poche's wanted cleaned up was a different situation since the Poche's owned the majority of that block but with other property owners, they would not be willing to remove poles. As for the status on the removal of the poles submitted by Poche, Harris noted that she had spoken with LCG who would not pay AT&T unless the job had been completed and Hebert noted that he was unsure that AT&T would do the work without payment.

Business Development – There were no reports at this time.

Cindi Axtell had completed a public comment card and was called upon to speak. As a new owner having a business called 2 Evie Creative at 549 Jefferson Street, she was interested in applying for the grant to have an awning on her store front. Axtell noted that she had received her answers during the discussion regarding the awnings. Dyer suggested to Axtell to get in touch with Hebert as he worked through the application process. Discussions followed.

There was no further business and the meeting was adjourned.