



**Board of Directors Meeting**

Wednesday, July 15, 2020

5:30 p.m.

City Council Chambers

312 E. Charles Street, Hammond, LA 70401

*Public Hearing*

**I. Adopt the DDD millage rate.**

Director Chelsea Tallo Little explained that the Board will be voting to adopt the millage rate and also, since it is a reassessment year, to roll forward the millage. The board will choose to adopt the millage rate of 14.130 for the amount of \$318,721.58. If the board chooses to roll forward to the millage rate of 14.160 it would add \$770.31 to the DDD budget. John Daniel asked how often the assessment occurs. Chelsea explained it occurs every 4 years.

Public hearing closed.

*Minutes*

**Call to Order: John Daniel Guerin, Chairman**

**Roll Call: Chelsea Little, Executive Director**

Frank Di Vittori	Absent
Eric Dosch	Absent
John Daniel Guerin	Present
Elsbet Hollywood	Present
Bruce O’Krepki	Present
Cassie Ragan	Present
Bryan Wong	Absent

**Old Business:**

**1. Approval of the financial report from June 2020.**

Chelsea noted that because this is the last financial statement of the budget year, the City does not close these accounts until August, numbers may change,

Bruce O’Krepki made a motion, seconded by Cassie Ragan to accept the June 2020 financial report as written.



Frank Di Vittorio	Absent
Eric Dosch	Absent
John Daniel Guerin	Yes
Elsbet Hollywood	Yes
Bruce O’Krepki	Yes
Cassie Ragan	Yes
Bryan Wong	Absent

**Motion carried.**

**2. Approval of the minutes from the June 10, 2020 meeting**

Cassie Ragan made a motion, seconded by John Daniel Guerin to accept the June 10, 2020 minutes as written.

Frank Di Vittorio	Absent
Eric Dosch	Absent
John Daniel Guerin	Yes
Elsbet Hollywood	Yes
Bruce O’Krepki	Yes
Cassie Ragan	Yes
Bryan Wong	Absent

**Motion carried.**

**New Business:**

1. Motion to approve the adjusted millage rate.

Chelsea reiterated the millage numbers and facts for the Board.

Cassie Ragan made a motion, seconded by John Daniel Guerin to adopt the adjusted millage rate of 14.130.

Frank Di Vittorio	Absent
Eric Dosch	Absent
John Daniel Guerin	Yes
Elsbet Hollywood	Yes
Bruce O’Krepki	Yes
Cassie Ragan	Yes
Bryan Wong	Absent



**Motion carried.**

2. Set forth the adjusted millage rate and roll forward to millage rate not exceeding the maximum authorized rate.

Chelsea reiterated that if the board chooses to roll forward the millage to 14.160, the DDD budget would be increased by \$770.31.

Cassie Ragan made a motion, seconded by Bruce O’Krepki to roll forward to a 14.160 millage rate.

Frank Di Vittorio	Absent
Eric Dosch	Absent
John Daniel Guerin	Yes
Elsbet Hollywood	Yes
Bruce O’Krepki	Yes
Cassie Ragan	Yes
Bryan Wong	Absent

**Motion denied. 2/3 of board needed to pass roll forward.**

**Reports:**

**1. Hot August Month**

Chelsea showed the Board the poster and stated feedback has been very positive with lots of questions on how to participate. Elsbet Hollywood asked if the Children’s Discovery center is participating and they have been contacted by Chelsea. John Daniel proposed an idea of a pop-up event for live music where people can listen in their cars or bring lawn chairs. Positive public perception of HAN event changes to date. Chelsea will seek more input from business owners on additional programming that can take place to support them during HAM. Questions of phase 2 and operating capacity of businesses will need to be investigated. Retail options for sidewalk sale to move date since it requires at least one person per business to monitor product. HAM posters will be printed this week.

**2. Locable**

Chelsea let the board know the website is underway and the goal is to have it live by the end of the month. The staff spent all of last week finalizing an updated directory. There are currently 251 active businesses in the district. John Daniel questioned communication



capabilities of Locable. It allows for campaigns with businesses. Website should be live by the end of July.

### **3. Grants**

Chelsea reminded the board the DDD had 4 grants that needed to be spent by the end of the year. All of the money has been spent except the bike racks that received final confirmation today.

### **4. Cleaning supplies**

Chelsea explained that the cleaning supply giveaway was successful. There are about 20 boxes left in the DDD. 74 businesses received cleaning kits.

### **5. Bike Racks**

The bike racks have been ordered. The Historic District signed off on the locations, the City Street Department checked the safety of the locations. The following locations have been chosen: City Hall, Hanson Crossing, Casa de Fresa parking lot, Cate Square Park, side of DDD, police station.

PJ's location for bike rack can be considered in the second phase of bike rack installation. Potential to look at 2 parallel spots in parking lot across the street by AT&T. Art contest will be launched during Creativity & Cultural Week of HAM. Eagle Scouts will help install racks at selected locations. Future DDD wayfinding signs will include locations of bike racks and parking.

### **6. Small business support**

The DDD is currently offering a RIG grant- Redevelopment Incentive Grant for up to \$10,000 through Louisiana Main Street. This is a competitive grant and will most likely only be awarded to one or two applications from our Downtown. The deadline is July 31st.

The Main Street Recovery grants are also now available. Chelsea explains, despite the name, this grant does not run through Louisiana Main Street or our DDD office, it is distributed by the LA Treasury Department. Businesses can receive up to \$15,000.

John Daniel asked about possibility to help businesses, including bars, amid changes during COVID. Possibility of rent relief program supported by grants. Creative options on social media.



Cassie mentioned that private events for these businesses is a way to supplement closure. John Daniel proposed the idea of a drive in movie or concert, and people can order/ car hop from local bars and restaurants. Chelsea will create FB group with bar owners to ask about the best ways they can be supported.

## **7. Farmers Market Report**

Michelle Kendall explained that she is in the process of applying to accept SNAP benefits at the market. An application has been submitted to USDA Food and Nutrition Service. The equipment and software to process SNAP cards is free. After one year, there is a cost of \$110.00 to use the software. We will own the equipment once received. The process of payments is as follows: a SNAP shopper will come to a service booth where an attendant will scan their card for how much they would like to use at market. In exchange, they will receive that amount of money in wooden HFM branded tokens. They will use the tokens to purchase SNAP eligible foods from vendors. At the end of market, the HFM manager will collect tokens from vendors and keep totals of all SNAP purchases so the vendors can be reimbursed on a monthly (or bi-monthly) basis. We still need to figure out how this process will work with our current accounting set up with the City. Michelle also explained that for future growth of the market, it would be a good idea to explore a different organizational structure and pursue a non-profit status. This has been an idea that has come up with past DDD board chairpersons. Future plans around this topic will be explored with the HFM Committee.

## **8. Directors Report**

Chelsea reported that most of what the staff has been working on has already been discussed. The Louisiana Main Street quarterly meeting has been cancelled for this week, the next one will hopefully be in September. The 3rd LIDEA course that she will be attending is in August.

## **-Adjournment**

Chelsea Tallo Little, DDD Executive Director  
Hammond Downtown Development District  
Authority  
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In accordance with the Americans with Disabilities Act, if you need special assistance, please contact Chelsea Tallo at 985- 277-5681 describing the assistance that is necessary.