



Board of Directors Regular Meeting
Wednesday, July 20, 2022 | 5:30 PM
City Council Chambers
312 E. Charles Street, Hammond, LA 70401

Roll Call: Chelsea Tallo Little, Executive Director

Frank Di Vittorio	Present
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Present
Cassie Ragan	Present
Evan Singer	Present
Bryan Wong	Present

Old Business

1. Approval of the June 2022 financial report

Mrs. Little inform the board the loan for Scott Sandage has been paid. Mr. Evan Singer inquired about the loan fund balance and Mrs. Little confirmed we have approximately \$315,000 to loan out and the current DDD policy for interest rate is “two points below prime”.

Cassie Ragan made a motion, seconded by Evan Singer, approve the June 2022 financial report as written.

Frank Di Vittorio	Yes
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Yes
Cassie Ragan	Yes
Evan Singer	Yes
Bryan Wong	Yes

Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 2

2. Approval of minutes from June 15, 2022

Evan Singer made a motion, seconded by Bryan Wong, to approve the June 15, 2022 meeting minutes as written.

Frank Di Vittorio	Yes
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Yes
Cassie Ragan	Yes
Evan Singer	Yes
Bryan Wong	Yes



Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 2

3. SSA consultants

Mr. Divittorio asked Mrs. Little about the SSA consultants. SSA has met with Mrs. Little and will schedule additional meetings with Ms. Michelle Kendall, as well as board members and staff. A decision should be reached by the end of August.

New Business:

1. Adopt Millage Rates

Mrs. Little read the following resolution for the board to adopt the millage for the 2022 tax roll:

BE IT RESOLVED, that the following millage(s) are hereby levied on the 2022 tax roll on all property subject to taxation by the Hammond Downtown Development District Authority:
MILLAGE Hammond Downtown Development District Authority 14.13 mills

BE IT FURTHER RESOLVED that the proper administrative officials of the Parish of Tangipahoa, State of Louisiana, be and they are hereby empowered, authorized, and directed to spread said taxes, as hereinabove set forth, upon the assessment roll of said Parish for the year 2022, and to make the collection of the taxes imposed for and on behalf of the taxing authority, according to law, and that the taxes herein levied shall become a permanent lien and privilege on all property subject to taxation as herein set forth, and collection thereof shall be enforceable in the manner provided by law.

The following millage rates are hereby levied on the 2022 tax role on all properties subject to taxation by the Hammond Downtown Development District Authority. 14.13-

Cassie Ragan made a motion, seconded by Elsbet Hollywood, to adopt a the millage at 14.13 mills for the 2022 tax roll.

Frank Di Vittorio	Yes
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Yes
Cassie Ragan	Yes
Evan Singer	Yes
Bryan Wong	Yes

Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 2





2. Railroad Park

a. Park Upkeep

Mrs. Little updated the board that the City Rec. department is opening the restroom on the right during the week. Both restrooms will be open on the weekend when staff is not present. Railroad Park has been added to the list of parks available for reservations.

b. Brick and Bench Sales

Mrs. Little confirmed benches were delivered and are set to be installed late July 2022. Plans to unveil the benches for those who bought them with more advertising to follow. Mrs. Little mentioned 51 out of 300 bricks have been sold.

c. History Panel Committee

Mrs. Little has currently put together and applied for a grant to start the creation of a History Panel Committee. Next board meeting will be used to approve the topics. Proposed topics were presented to the board. Board members urged for many public input opportunities for this project. Mrs. Little mentioned the board will review topics at the next meeting for approval.

2. Accept Bid For DDD Office Furniture

Mrs. Tallo provided a summary of steps taken to acquire quotes for office furniture. Initially quotes received included GDP Direct, Lane Daniel Construction custom build, and one more company that did not respond. Furniture brand selection was made to obtain quotes on the exact items. Quotes presented are from GDP Direct in the amount of \$7,478.12 and from HITouch Business Services in the amount of \$7,592.00. Setup, delivery, and warranty are included in these quotes.

Mrs. Little was instructed to follow up with the city to remove and sell old office furniture.

Cassie Ragan made a motion, seconded by Elsbet Hollywood, to approve office furniture quote from GDP Direct in the amount of \$7,478.12 and as written.

Frank Di Vittorio	Yes
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Yes
Cassie Ragan	Yes
Evan Singer	Yes
Bryan Wong	Yes

Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 2

3. Design Committee Report

a. Approve the façade grant for 220 W. Thomas St.

Ms. Cassie Ragan presented the façade grant application for 220 W Thomas St and informed the board the Design Committee recommends the application for board approval.



Ms. Ragan also provided an update about lighting in Downtown. State Representative Nicholas Muscarello is working the city to acquire city capital outlay dollars for lighting improvements and upgrades. Mrs. Little mentioned a meeting would be set with Mr. Muscarello and Mayor Pete Panepinto to see what areas, phases, and costs of lighting would be prioritized as lighting is a concern across the community.

The DDD may contribute funds to the lighting project. Ms. Ragan made a point to note residential areas in the DDD should be included in the plan to address. Mr. Divittorio asked for Mr. Muscarello to attend the next board meeting.

Ms. Ragan raised concerns over the maintenance of trees and landscaping and mentioned that quotes may be obtained to contract tree and landscaping maintenance in Downtown that has the potential to be a split cost with the city and DDD.

There was discussion about revising the façade grant guidelines to make qualified reimbursements more clear.

Bryan Wong made a motion, seconded by Cassie Ragan, to approve the façade grant in the amount of \$2,000 for 220 W. Thomas St.

Frank Di Vittorio	Yes
John Daniel Guerin	Absent
John Exnicios	Absent
Elsbet Hollywood	Yes
Cassie Ragan	Yes
Evan Singer	Yes
Bryan Wong	Yes

Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 2

4. Farmers Market Report

Mrs. Little updated the board about updating the logo for the farmers market. The development will be a smaller scale and include feedback from the farmers market committee and board. Mrs. Little also updated that a timeline is in the works to move back to Railroad Park. Mr. Divittorio asked if a lower cost was available for a logo redesign as the price of Anntoine Marketing and Design was \$3,000.

5. Events Report

Mr. Di Vittorio raised the topic of outside vendors participating in Hot August Night. Mrs. Little mentioned that outside vendors have been a part of the event. Booths include crafts, banks, nonprofits and limited food – only 10 booths. She mentioned it has never been an issue and the feature is needed for the crowd of Hot August Night and to bring in funds. Vendors and wine walk ticket sales are the fund raising items of the event. Mr. Wong inquired about what is made on beer sales and Mrs. Little mentioned it covers itself.



Ms. Ragan voiced concerned over her stores being open during the event and it more for restaurants and bars. Mr. Evan Singer asked for an event breakdown and Chelsea explained each item for current sign ups and anticipated sign ups.

Ms. Ragan mentioned after the event we should poll businesses about its purpose after the event. She mentioned the event has morphed from an art and wine event to a street festival. Mr. Wong mentioned that several restaurant owners have voiced concerns over food vendors. Mrs. Little mentioned she's received a different opinion from restaurant owners that the crowd is so large a couple of food vendors would not affect restaurant sales. Ms. Ragan inquired about parking closures. Mrs. Little mentioned closures would be the day of the event.

Mr. Divittorio mentioned that the DDD's role should move beyond event planning and mentioned options to pursue with the event moving forward. Members discussed having a rigorous evaluation of the event in September.

Ms. Ragan inquired about data gathered from Wine Walk sales and reach out to restaurant and bar owners about the event – positive or negative. She reiterated that the DDD's role is to support the brick and mortar business.

Mr. Divittorio inquired about street closures. Mrs. Little mentioned the DDD closes 2 parking lots for the event and the police department closes what they need for safety. She mentioned that Charles in front of La Caretta and S Cypress street closures were coordinated by businesses programming activity on those blocks.

Mr. Singer inquired about the event expenses. Mrs. Little gave an overview of the expected expenses and how the wine walk works.

6. Staff Report

Mrs. Little gave a report on the following items: Main Street Quarterly Meeting in Ponchatoula, upcoming Destination Downtown, Restoration Grants, Southeastern parent & student orientation, Southeastern Homecoming, online store & payments, Loan Retention Schedule and loan accounts, new businesses including Shack's Restaurant, Wonder Collective move, Olde Towne Hatchet, signage a Chappela Sports Park, GAMSAs radio commercial on NS + SW stations, AN17 advertising, Kiwanis Club meeting, Tourism meeting panel, Rotary Clock meeting, and GAMSAs zoom call.

Mrs. Little also mentioned there is interest in starting up with the Residential Committee and starting with targeted projects including lighting and cleaning up trash in Downtown.

Chelsea Little, DDD Executive Director
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