



Board of Directors Regular Meeting
Wednesday, September 21, 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	Absent

Old Business

1. Approval of the July 2022 financial report

Evan Singer made a motion, seconded by Cassie Ragan, to approve the July 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	Absent

Motion carried. Yes: 4 | No: 0 | Abstain: 0 | Absent: 3

2. Approval of the August 2022 financial report

Mrs. Little shared that reflected revenue was obtained through credit card transactions and is a good transition for operations.

Cassie Ragan made a motion, seconded by Evan Singer, to approve the August 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	Absent



Motion carried. Yes: 4 | No: 0 | Abstain: 0 | Absent: 3

3. Approval of minutes from July 22, 2022

Elsbet Hollywood made a motion, seconded by Cassie Ragan, to approve the July 22, 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	Absent

Motion carried. Yes: 5 | No: 0 | Abstain: 0 | Absent: 3

Mrs. Little introduced Samiya Dousey. Ms. Dousey approached the podium and described that she would be creating stories of downtown businesses and the DDD during the semester for a journalism class.

New Business:

1. Application of loan for BATTER: 109 N Cypress

Mrs. Little introduced the loan application and supporting documents for BATTER.

Abigail Bellio, the owner of BATTER, LLC, approached the podium. She introduced herself & her company and spoke on her commitment to operating a bakery in Downtown Hammond. Her business currently participates with the Hammond Farmers Market.

Evan Singer made a motion, seconded by Cassie Ragan, to approve a DDD Loan in the amount of \$10,000 to BATTER (owner Abigail Bellio) for 3 years.

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

Motion carried. Yes: 4 | No: 0 | Abstain: 0 | Absent: 3



2. Railroad Park

a. Brick and bench sales

Mrs. Little updated the board on brick and bench sales to date, including about 150 bricks and 3 benches left to sell. The money collected will pay for the installation of benches and allow for the purchase of more trash receptacles.

b. Acceptance of Historic Preservation Fund grant in the amount of \$7,882 to install History Panels in Railroad Park

Mrs. Little provided the official announcement to accept the award. Staff will provide quotes from 3 fabrication companies and inquire about lead times for the panels.

Frank DiVittorio made a motion, seconded by Elsbet Hollywood, to accept the grant award from the Historic Preservation Fund in the amount of \$7,882 to install History Panels in Railroad Park.

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

Motion carried. Yes: 4 | No: 0 | Abstain: 0 | Absent: 3

c. History Panel Committee

Mrs. Little presented a timeline for the panel creation. Ms. Kendall mentioned the group will meet next week now that the grant award has been accepted.

3. Farmers Market Report

Mrs. Little provided a timeline to move out of the Feed & Seed property. Mrs. Little also informed the board that permission to close the street was granted by the postmaster and city. She mentioned that with the move, the market will undergo external changes, including a re-brand and marketing material update, and internal processes would be firmed up.

Mr. DiVittorio inquired about communication with the property owner of the Feed & Seed. Ms. Kendall mentioned the required payment submitted at the time of lease termination had not been cashed.

Ms. Kendall provided additional items for the farmers market committee to consider including adding a community seat to the committee. She also mentioned that if an alternative structure were to occur, it could include quarterly meetings. Ms. Kendall mentioned that there may be other options for the DDD to explore to ensure the market is adequately served, as she does not have the time during the week to commit to the market as a project. Ms. Kendall provided an overview of market programs, upcoming events, and marketing.



4. Events Report

a. Hot August Night

Mrs. Little gave a recap of the Hot August Night Feedback meeting, a summary of survey responses, and expenses & revenues.

Mr. DiVittorio asked about how staff time is calculated as an expense for the event. Mrs. Little shared that in years past, previous boards discussed that events should make money for the DDD. Mr. DiVittorio also urged to correct the perception that business owners fund the event.

Mr. Di Vittorio asked Mrs. Little to schedule a telephone conference with the city and LA DOTD to close the highway Downtown.

b. Starry November Night

Mrs. Little mentioned that Starry November Night is an event that needs revamping and inquired to the board about the next best step. Mrs. Little confirmed that no bookings or arrangements have been made for the event and that no food trucks would be included. Parking closures would be subject to what programming looks like. Mrs. Little mentioned issues with the train and other programming areas.

Saul Rubio, the owner of La Caretta, approached the podium. He provided insight to expand the Starry November event including street performers to entertain people in line waiting for the train, reaching out to Terry Adams, and creating a RV rental area in a parking mall.

Board members discussed options for Starry November Night but ultimately decided to keep the event as it would be too late to cancel with short notice.

Mrs. Little asked what a successful event would look like for the board members. Members discussed farmers market in the morning and afternoon & evening activities.

Ms. Ragan suggested not including a wine walk in the event. Board members discussed options to revive Dashing through Downtown. Mr. DiVittorio and Mrs. Hollywood mentioned that the wine walk was a good draw for professional service businesses.

Ms. Ragan urged staff to reach out to past wine walk businesses about moving the event to a Saturday. Mrs. Little assured the board that plans for Starry November Night will be decided soon with input from business owners.

c. DDD Event Overview

Mrs. Little presented a schedule for the rest of the year, including Shop Small Saturday. Members discussed Trick or Treat Downtown and planning for that event on Thursday, October 27th from 5:30-7PM.

Members also discussed Hammond Table as a future event and Ms. Kendall mentioned we have an active sponsorship with S& W Foods, and other resources invested. Members discussed moving the event to spring and tying it into Northshore Arts in Bloom.



5. Staff Report

Mrs. Little reported on the following items: Main Street Destination Downtown, and Main Street education committee; Southeastern orientation wrap-up, homecoming week, community flag initiative, Railroad Roar, and bench dedication; furniture delivery; brown historic signs; downtown security cameras; Downtown welcome sign; signs of DDD building; outreach to rotary; and introduction of DDD interns including Marley Bohning, Makendall Stafford, Rachel Stout, and Carsyn Avegno.

Chelsea Little, DDD Executive Director
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