



Board of Directors
Public Meeting Minutes
Wednesday, August 16, 2023 | 5:30 PM
City Council Chambers
312 E. Charles Street, Hammond, LA 70401

I. CALL TO ORDER: Elsbet Hollywood

II. Roll Call: Michelle Kendall, Executive Director

Todd Delaune	Present
John Exnicios	Absent
Elsbet Hollywood	Present
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Present
Evan Singer	Present

Old Business

1. Approval of the July 2023 financial report

Evan Singer made a motion, seconded by Cassie Ragan, to table the July 2023 financial report as written and be moved for approval at the 9/20/2023 DDD Board of Director's meeting.

Todd Delaune	Yes
John Exnicios	Absent
Elsbet Hollywood	Yes
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Yes
Evan Singer	Yes

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

2. Approval of the meeting minutes from July 18, 2023

Elsbet Hollywood made a motion, seconded by Evan Singer, to table the approval of the minutes from July 18, 2023 as written and be moved for approval at the 9/20/2023 DDD Board of Director's meeting.

Todd Delaune	Yes
John Exnicios	Absent
Elsbet Hollywood	Yes
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Yes



Evan Singer

Yes

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

New Business:

1. Railroad Park

a. Approval of panel artwork for Railroad Park History Exhibit

Ms. Kendall presented updated panel artwork to the board. She overviewed some small grammatical adjustments she will make and a list of those involved with creating and approving the timeline information.

Cassie Ragan made a motion, seconded by Elsbet Hollywood, to approve the panel artwork for Railroad Park History Exhibit.

Todd Delaune

Yes

John Exnicios

Absent

Elsbet Hollywood

Yes

Chelsea Kessenich

Absent

Kali Norton

Absent

Cassie Ragan

Yes

Evan Singer

Yes

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

b. Approval to enter into a contract with ASI Signage for the fabrication and installation of history exhibit panels

Roy Dufreche, a member of the DDD Design Committee, took to the podium to elaborate on the quotes he received and how ASI was selected as the preferred fabricator for the history exhibit panels. Out of the bids received, ASI had the lowest bid with a six-week production and installation time. Copies of the bids and pricing were available for board members and public reference. Mr. Delaune inquired to know if the DDD is required to select the lowest bid for project fabrication over selecting a company that is local to Hammond. Ms. Ragan explained that because the DDD is a public entity and is publicly funded, the lowest bidder must be selected for the job. A public comment was then made, pointing out that panel size information within the copies of bids do no match with its respective pricing. Mr. Dufreche informed that the panel sizes he submitted to the bidders was accurate and he believes that there must have been a typographical error.

Cassie Ragan made a motion, seconded by Todd Delaune, to approve to enter into a contract with ASI Signage for the fabrication and installation of history exhibit panels, subject to confirmation by Roy Dufreche that ASI is the lowest responsive bidder.

Todd Delaune

Yes

John Exnicios

Absent

Elsbet Hollywood

Yes

Chelsea Kessenich

Absent

Kali Norton

Absent



Cassie Ragan	Yes
Evan Singer	Yes

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

2. Design Committee Report (Cassie Ragan)

a. Review of Sidewalk Reimbursement Program Guidelines and Application

Ms. Ragan reviewed with the board that the sidewalk reimbursement program guidelines and application in front of them is approved to move forward, as suggested by the DDD Design Committee. The goal is to focus on the core of downtown while also meeting the master plan then move outward from there. Ms. Kendall continued on to review the structure and layout of the application with board members.

Elsbet Hollywood made a motion, seconded by Evan Singer, to amend the agenda and add the approval of the Sidewalk Reimbursement Program Guidelines and Application in section 2a.

Todd Delaune	Yes
John Exnicios	Absent
Elsbet Hollywood	Yes
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Yes
Evan Singer	Yes

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

Elsbet Hollywood made a motion, seconded by Cassie Ragan, to approve the Sidewalk Reimbursement Program Guidelines and Application.

Todd Delaune	Yes
John Exnicios	Absent
Elsbet Hollywood	Yes
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Yes
Evan Singer	Yes

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

3. DDD Loan Program

a. Discussion of USDA Compliance and Loan Procedures

Ms. Kendall informed the board that the DDD was due for a compliance check. She and Mr. Ragan have begun working together to complete their compliance standards as determined by the USDA office.



4. Events Committee Report

a. Hot August Stroll

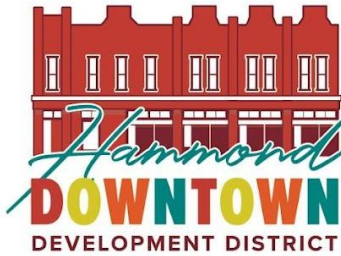
Ms. Kendall provided the board updates with the Hot August Stroll event planning such as the pop-up food and beverage options near Cate Square Park, the musician lineup, and more. In total, it is planned to have around seven food/beverage vendors near the park with no outside food trucks. Ms. Ragan commended that the businesses involved reflect downtown Hammond. Ms. Kendall also discussed the Wine & Cheese and Sip & Snack stops and provided a list of businesses participating in those activities. Ms. Kendall informed the board how methods arranged for event-goers to keep cool such as having misting fans placed around downtown, free bottled water handed out from a local church, providing free water outside of the DDD office, and free fans provided by K-Team Printing.

b. Fall Event Planning

Ms. Kendall discussed the events scheduled for the fall and leading into winter. She recapped a previous discussion regarding Trick-or-Treat in downtown which is not planned for 2023. Shop small Saturday would focus more on business promotion and would not incorporate a scavenger hunt like last year. Picnic in the Park was then the focal point of the conversation. Funding, new ideas, and a possible day-of-event date needs further thought and growth. Ms. Hollywood personally felt that the DDD currently has a long list of events scheduled for the rest of the year and she would like to see a few of them held off so more important duties can be accomplished. Ms. Ragan suggested taking a break from Picnic in the Pak for the fall so that way more thought can go into planning future ones to gain more traction and success. Next, trick-or-treat was re-discussed. Mr. Singer voiced he was not in favor of cancelling this event. Ms. Hollywood reemphasized that in order for the DDD to focus more on important projects within downtown, cleaning up restructured loan programs and more, certain events need to be taken off of the calendar. Ms. Hollywood and Ms. Ragan felt that trick-or-treat should not occur this year. They then explained their reasoning's behind their stance. Mr. Delaune weighed in on the subject saying that an event downtown should be an added value to businesses and not a large expense. Ms. Ragan would like to see trick-or-treat restructured. Ms. Kendall concluded that trick-or-treat would be off the table and an alternative Halloween themed event would take place at the Hammond Farmers & Artisans market on October 28th.

5. Approve the hire of Savannah Phillips for the position of Farmers Market Manager – Executive session may be called

Ms. Kendall informed the board that Mr. Exnicios has been involved with her to select a farmer's market manager and the interview process involved. Savannah was the farmer's market communication intern for the DDD from May – July. Her resume and cover letter were available for the board to review. Ms. Kendall and Mr. Exnicios recommend her to fulfill this position. Ms. Ragan noted that Savannah frequently mentions social media in her letter and felt concerned that her primary focus would be that one piece of the job and not the rest of it. Ms. Kendall informed that while Savannah was the communications intern, part of her job was focused on marketing which is where social media came into play. She also noted that Savannah did have involvement with some general market operations as well as working the market on weekends. Ms. Ragan wanted assurance that Savannah has an understanding that this job will have much more involved than the social element. Ms. Kendall reassured her that Savannah has this understanding. Ms. Taylor added she enthusiastically recommends Savannah be a part of the DDD team and join as the market manager.



Cassie Ragan made a motion, seconded by Elsbet Hollywood, to approve the hire of Savannah Phillips for the position of Farmers Market Manager.

Todd Delaune	Yes
John Exnicios	Absent
Elsbet Hollywood	Yes
Chelsea Kessenich	Absent
Kali Norton	Absent
Cassie Ragan	Yes
Evan Singer	Yes

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

6. Staff Report

Ms. Kendall informed the board of three new interns for the fall. She will be at a Main Street conference in Monroe, La from Sept. 12-15th. Ms. Kendall discussed new businesses that have joined downtown such as The Wooden Grove, Off the Rails, Latter & Blum, Iron Horse Financial and Sirincci Coffee Co. She then discussed potentially starting a new account for farmer's market financials. Office closures will be August 28th and September 4th. Lastly, she discussed the downtown eat, shop & play brochures that were handed out to parents at southeastern orientations.

Adjournment

