



**Board of Directors**  
**DDD Board of Directors Public Hearing Minutes**  
Wednesday, October 18, 2023 | 5:30 PM  
City Council Chambers  
312 E. Charles Street, Hammond, LA 70401

**I. CALL TO ORDER:** John Exnicios

**II. Roll Call: Michelle Kendall, Executive Director**

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

**III. New Business**

:

**1. Accepting nominations for DDD Board Member serving the East Side Property and/or Business Owner seat through Friday, December 1, 2023**

As a gesture to notify the public, Ms. Kendall informed of the opportunity to become a DDD Board Member serving the East Side Property and/or Business Owner seat through Friday, December 1, 2023. She also overviewed some requirements that a potential board member should expect if nominated to join the board. Ms. Kendall plans to continue advertising via newsletters and direct outreach.



**Board of Directors**  
**DDD Board of Directors Regular Meeting Minutes**  
Wednesday, October 18, 2023 | 5:30 PM  
City Council Chambers  
312 Charles Street, Hammond, LA 70401

- I. CALL TO ORDER:** John Exnicios  
**II. Roll Call:** Michelle Kendall, Executive Director

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

**Old Business**

**1. Approval of the September 2023 financial report**

Cassie Ragan made a motion, seconded Kali Norton, to approve the September 2023 financial report

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

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

**2. Approval of the meeting minutes from August 16, 2023**

A quorum was not present for these meeting minute approvals. John Exnicios made a motion, seconded by Kali Norton, to table the meeting minutes from August 16, 2023 until the next meeting on November 15, 2023.

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

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



### 3. Approval of the meeting minutes from September 20, 2023

A quorum was not present for these meeting minute approvals. John Exnicios made a motion, seconded by Todd Delaune, to table the meeting minutes from September 20, 2023 until the next meeting on November 15, 2023.

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

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

#### New Business:

#### 1. Design Committee Report (Cassie Ragan)

##### a. Spring 2024 projects

Ms. Ragan discussed a design review of Grey Cat Cycle Worx and a home located at 207 Cherry St. A few goals the Design Committee would like to meet in spring 2024 would be to improve a downtown intersection which would represent the standard for other intersection improvements, explore the idea of installing plaques on historic buildings downtown to create a self-guided walking tour, and an assessment of street trees and other landscaping related to the sidewalks.

#### 2. Discussion of DDD Committees

Ms. Kendall overviewed reestablishing committees for the DDD.

##### a. Farmers Market

Ms. Kendall briefed the board over the tasks and duties that would benefit the Farmers Market by having a committee. She would prefer that a board member holds a chair for this committee. Mr. Exnicios inquired to know the meeting requirements for this committee. Ms. Kendall sees this committee meeting once a month, once every three months, or on an as-needed basis.

##### i. Nomination of Farmers Market Committee Chair

The board decided to cast a nomination at the beginning of the 2024 New Year. Mr. Exnicios voiced he would be open to being a part of this committee. Ms. Ragan voiced she would like to see continued action with increasing the rate of rent for farmers market vendors.

##### b. Residential

Ms. Ragan and Mr. Exnicios would like the process to be a part of the residential committee be less cumbersome should it be revived.

##### c. Events

*No discussion on an Events Committee was held.*

##### d. Merchant

*No discussion on a Merchant Committee was held.*

The board began discussing the farmers market and exploring increased rent prices further. Ms. Ragan shifted the conversation to remind the board of the DDD's mission and how it can be affected by the time, effort and money that goes into the market. She would like the farmers market to get to a point



where it can support itself. Mr. Delaune agrees that costs need to be absorbed by the market merchants. Mr. Exnicios would like to see the market transition into paying monthly rent. Ms. Kali inquired to know what the current participation requirements are for the market. Ms. Kendall informed the current requirements while also mentioning this is an area of improvement she would like to see changed under the guidance of a farmer's market committee. Mr. Exnicios would like to understand the revenue over month the market generates. Ms. Kendall suggested she can begin providing a monthly report for this. Mr. Delaune suggested having an online payment option for merchant's to pay for their rent. Ms. Kendall informed the board a separate bank account for the farmers market is still underway.

### 3. Upcoming Events

#### **a. Downtown Hammond Trick or Treat: Oct 25th – 5:30-7PM**

Ms. Kendall provided an update on the event regarding business participation. Ms. Taylor added more details regarding activities being held for the event and how businesses will be hosting specials which should encourage participants to stay downtown once the event has concluded.

Ms. Ragan voiced confusion regarding the event and had the understanding that the DDD would not be responsible for its production. Mr. Exnicios verbalized a different understanding while Mr. Delaune was also under the impression it was shelved. Ms. Ragan inquired to know how businesses were solicited to participate in the event. Ms. Taylor informed that a newsletter was sent out which provided a link for business registration, the same link was available on the DDD website, personal outreach was practiced via email, and Facebook and Instagram were utilized to encourage sign-up. Ms. Kendall added that strategies used for this event are the same strategies used for all DDD events. Mr. Exnicios stated to deter from any future confusion, items such as this should be officially voted on.

#### **b. Farmers Market Fall Fest: Oct 28th – 8AM-Noon**

#### **c. Starry Saturday: Nov 18th – all day til 9PM**

#### **d. Thanksgiving Pop-Up Market: Nov 22 – 10AM-2PM**

#### **e. Small Business Saturday: Nov 25th**

Ms. Kendall continued on to overview the remaining events planned. Ms. Ragan voiced there was not enough information on the Starry Saturday event poster to reflect downtown shopping and retail and conflicting time frames of shopping opportunities. Mr. Exnicios and Ms. Norton expressed their standpoint that business owners should host special hours for the event to avoid conflicting time frames for shopping opportunities. Continued discussion of event details and times for future improvement were suggested. Adjusting timeframes was mentioned and also dismissed. Ms. Kendall informed that feedback from participants in last year's event was a factor in determining time frames for this year. Ms. Norton noted that her downtown photoshoot is geared towards promoting downtown businesses for the holidays.

### 4. Staff Report

Ms. Kendall discussed sponsorship program opportunities for organizations, project updates, the downtown photoshoot planned, and advertising with Chappapeela Sports Park. Ms. Kendall completed a site-development course, pointed out the farmers market update found within the board member's binders, and upcoming office closures.

No Public Comment  
**Adjournment**