



Board of Directors
DDD Board of Directors Regular Meeting Minutes
Wednesday, November 15, 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	Present
Chelsea Kessenich	Present
Kali Norton	Present
Cassie Ragan	Present
Evan Singer	Present

Old Business

1. Approval of the October 2023 financial report

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

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

Motion carried. Yes: 7 | No: 0 | Abstain: 0 | Absent: 0

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

Elsbet Hollywood made a motion, seconded Todd Delaune, to approve the meeting minutes from August 16, 2023 as written.

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

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



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

Chelsea Kessenich made a motion, seconded Kali Norton, to approve the meeting minutes from September 20, 2023 as written.

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

Motion carried. Yes: 6 | No: 0 | Abstain: 1 | Absent: 0

1. Approval of the meeting minutes from October 18, 2023

Kali Norton made a motion, seconded John Exnicios, to approve the meeting minutes from October 18, 2023 as written.

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

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

New Business:

1. Design Committee Report (Cassie Ragan)

a. Review of Hammond Welcome Sign

Cassie Ragan made a motion, seconded Chelsea Kessenich, to approve the design of the Hammond Welcome Sign as submitted.

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

Motion carried. Yes: 7 | No: 0 | Abstain: 0 | Absent: 0



2. Discussion of 2024 Marketing Plan

Mr. Exnicios overlaid that it is important to develop an annual marketing plan that will support businesses in downtown Hammond. Ms. Ragan is looking to see a revamp in marketing for downtown Hammond and make it a destination and expanding the focus beyond events and the farmers market. She continued to discuss ways to expand our marketing, geographically speaking, and the style of marketing Ms. Kendall gestured to the board of the several different locations that use rotating billboard signs through Lamar Advertising, found in their packets. She further discussed her attempts to modify the existing contract with this company. Ms. Norton also reflected on other cities that utilize their marketing and advertisements in effective areas. Mr. Delaune inquired if the DDD can acquire a sign along the interstate guiding drivers to downtown Hammond like another business in Hammond does. Ms. Ragan informed that business pays DOTD for that sign. Ms. Kessenich added that type of opportunity is only available when a space is open for that type of advertising. There was continued open discussion about marketing more outside of Hammond using varying platforms.

3. Discussion of guideline revisions for the Hammond Farmers & Artisans Market

Mr. Exnicios opened the floor by stating guideline revisions were necessary due to the overall growth of the market as of late and the implementation of a new farmer's market manager. Ms. Kendall informed the board of a guideline revision list they can review in their packet which included guidelines currently enforced and guidelines to be adopted. All of the revisions are intended to help build a more reputable market. Ms. Kessenich informed that some revisions proposed would enable local businesses in downtown to buy from market vendors to resell at their establishment. Ms. Norton encouraged that it would also open doors for vendors to sell their products in more places. Mr. Delaune suggested a software that offers the convenience of market sign-up and pre-payments for rent. Ms. Kendall provided information that moving forward with the financial aspect of the market is a slow process that is at the whim of the City of Hammond. Ms. Ragan suggested that it would be a good idea to provide a breakdown to show vendors what they are getting in return from paying rent to attend the market.

4. Upcoming Events

- a. Starry Saturday: Nov 18th – all day til 9PM**
- b. Thanksgiving Pop-Up Market: Nov 22 – 10AM-2PM**
- c. Small Business Saturday: Nov 25th**

Ms. Kendall outlined details about the events mentioned under item 4 on the agenda.

4. Staff Report

Ms. Kendall informed of Ross & Wallace who is a new bronze sponsor for the DDD while gold and silver are still available. She informed of the positions open for the Board of Directors. She provided project updates such as a change in city staff, the installation of the gate and fountain at Railroad Park, picnic table sponsorships, a history exhibit panel update, an advertising update from Kali Norton, DDD office closure dates, and more.

No Public Comment

Adjournment