



**Meeting of Build Baton Rouge
Board of Commissioners
and
East Baton Rouge Community Development Entity, L.L.C.
Advisory Board**

MINUTES	OCTOBER 17, 2019	9:00 AM	620 FLORIDA STREET, STE. 110 70801
MEETING CALLED BY	Rodney Braxton		
TYPE OF MEETING	Build Baton Rouge (BBR) Board of Commissioners - Regular Meeting		
NOTE TAKER	Tara Titone		
ATTENDEES	Attending Board Members: Rodney Braxton, Chairman; Susan Turner, Treasurer; Theodore Major, Secretary; Charles Landry Also Attending: Christopher Tyson, BBR CEO; Tara Titone, BBR COO; Tasha Saunders, BBR Grants Director; Rebekah Strickland, BBR Administrative Assistant; Heather LeBlanc, V. Graham (BBR CFO); Matthew Johnson, BBR Staff Attorney; Amanda Spain, Baker Donelson; Rev. Leo Cyrus, EBR CDE Advisory Board; Bryon Turner, EBR CDE Advisory Board; Timothy Boone, The Advocate; Councilwoman Wicker, EBR Metro Council District 10; Phillip LaFargue and Samantha Knotts, Emergent Method; Tyra Banks; Gavin Miller, Mica Architects		
	CALL TO ORDER		RODNEY BRAXTON
DISCUSSION	The meeting was called to order by Mr. Braxton at 9:14 AM		
	APPROVAL OF MINUTES		RODNEY BRAXTON
DISCUSSION	The Board reviewed the minutes from the September 19, 2019 meeting. Mr. Major made a motion to approve the minutes, and Mr. Landry seconded the motion. The September 19, 2019 minutes were approved with no objection.		
	FINANCIAL REPORT		HEATHER LEBLANC
DISCUSSION	Mrs. LeBlanc presented the Board with the YTD Profit and Loss Actual vs. Budget, Program Statement of Activity, Cash Flow, and Monthly Cash Flow Projections for the period ended September 30, 2019. The Board took no objection. BBR will bring amended and draft 2020 budgets to the Board in November or December. BBR is currently preparing reimbursement requests for \$700,000 to submit to the City-Parish before year-end. BBR expects \$100,00 in reimbursements from the City this week.		

	STRATEGIC PLANNING UPDATE	PHILLIP LAFARGUE
DISCUSSION	Mr. Tyson announced that BBR's Branding consultant, DezinsInteractive is not ready to present an update on the logo and website development. BBR engaged Emergent Method to look internally at its strategic alignment and organizational design. Several meetings have been held with Mr. Tyson, Ms. Titone, Mrs. Saunders, and Ms. Spain in attendance. BBR is preparing to execute an additional agreement with Emergent Method for the development of a more expanded strategic plan and an annual report. Mr. LaFargue presented an overview of the organization planning effort to date (see attached presentation) in an effort to help understand how to grow the BBR team, align the functions of the team, and to help to tell BBR's story. Mr. Lafargue stated the following priorities that were developed through the planning process: to develop and revitalize in disinvested areas, to drive economic impact through equitable investment, and to advance partnerships to build community-wide capacity. The performance metrics for each were also discussed, as well as BBR's internal organizational structure with growth shown in three phases (see attached presentation). Mr. Lafargue explained that what is presented in 2020's report will be 10 years of progress. Mr. Lafargue welcomed Board input- and stated that the priorities will be finalized through the strategic planning process and pointed the Board to the functional mapping page in the presentation. Mr. Landry suggested that BBR take a look back to see what has been done well and what needs attention, and to focus on the people impacted. Mr. Tyson said that as this continues to evolve, he will continue to check-in with the Board. In the next few months, BBR will solidify the strategic plan and formulate an annual report which will become part of an event annually.	
	CEO REPORT	CHRISTOPHER TYSON
DISCUSSION	<u>Ardendale/Choice Neighborhoods</u> Mr. Tyson announced that the \$29.5M HUD CNI grant that was secured will result in over 500 units of housing at Ardendale and will include a YWCA Early Childhood Center. Mr. Tyson reported that since the last meeting, BBR has met with the Housing Authority and the team is preparing for a CNI grant "kick-off" team meeting next week. BBR's priority is processing the necessary HUD-required environmental approvals to begin the development process. Mr. Tyson promised to keep the board updated following the kick-off meeting. <u>Plank Road</u> Mr. Tyson announced that the master plan draft is currently being edited and a video is also being created to document the process. BBR is preparing for the Tuesday, November 5th Plank Road Master Plan Finale event which will be held at the Valdry Center for Philanthropy at Southern University beginning at 8:30AM. The meeting is open to the public, and announcements have been made on BBR's social media platforms. The Mayor will also be in attendance. BBR has scheduled a workshop with the Planning Department, DPW, the Metropolitan Council, and other stakeholders to be held on Monday, October 28th at 5PM at the Planning Commission's offices. On November 6th, Mr. Tyson will present to BRAF at a special projects meeting. Mr. Tyson asked the Board to please let him know if they would like him to present to any other groups.	

DISCUSSION	<u>Development Updates</u> Yesterday Mr. Tyson attended CAFA's New Initiatives Committee meeting where he requested an extension of BBR's line of credit from \$300,000 to \$875,000, which was approved by the Committee and will be voted on by the full board at tomorrow's monthly CAFA Board meeting. The extension request is for two acquisitions: a property at the corner of Plank and Anna Street and a property at the corner of Plank and Weller Streets.
DISCUSSION	Both acquisitions are tied to the Plank Road master plan. The Plank/Anna property will complete BBR's control of the east side of Plank Road between Anna and Weller. This property is under contract and BBR is working towards a quick close. The Plank/Weller property is on the west side of Plank Road between Mohican and Weller Streets. The Plank Road Master Plan has catalytic development proposals for both properties, which include a grocery-anchored mixed use development, affordable housing, and a site for the potential relocation of the Delmont Branch Library. <u>BR Future Visioning Project</u> Mr. Tyson announced that this week, BBR is hosting partners at Mica Architects, a London-based firm that has offered to perform pro-bono digital modeling and visioning services for a project: <i>Vision 2030: Preparing for a Decade of Innovation and Change</i>. Several meetings with various community stakeholders have been held this week. Mr. Tyson introduced the Mica architects team. Mr. Miller stated that he has enjoyed working with Mr. Tyson and the Emergent Method team to help envision the future of Baton Rouge. Mica Architects has 3-d modeled entire city, overlaid flood maps, and they are looking at the impacts of new technology on proposed future corridor developments. Mr. Braxton extended his sincere appreciation to Mica Architects and looks forward to being able to take advantage of the information that they are creating for BBR. <u>New Market Tax Credits</u> Mr. Tyson said that BBR continues to develop the Allocation Application for the October 28th submission deadline. The pipeline projects that will be included in the application are currently being developed. BBR and consultants have held many interviews and talks with entities to collect ideas to shape the catalytic pipeline projects to be part of the application. <u>Administrative Matters</u> Mr. Tyson reported that, as the first step in implementing the new BBR brand, BBR's new staff emails @buildbatonrouge.org are now live. Mr. Tyson congratulated Mr. Johnson, BBR's Staff Attorney, on becoming a recent member of the LA Bar Association.
	ROOF RESET PROGRAM UPDATE TASHA SAUNDERS
DISCUSSION	Mrs. Saunders presented a spreadsheet to the Board to accompany her update on the Roof Reset Program (see attached). A total of 540 applications have been processed. Three have been deemed ineligible due to being over HUD-designated income limits. The BBR grants team is currently working on 537 files. Mrs. Saunders is working with MCRA to take on additional roofing projects for homes that have been part of MRCA's housing rehabilitation program (these will be added in Phase 2). Mrs. Saunders said that projects have been ranging between \$6,000-7,000 per home with the highest at \$15,000. Mrs. Saunders will add dollar amounts to the spreadsheet. Ms. Banks asked if BBR has a DBE/WMBE goal. Mrs. Saunders said that priority is given, per City-Parish and HUD guidelines, and said that this information is asked for when registering as a Contractor through the City-Parish's online portal.

	NEW BUSINESS	RODNEY BRAXTON
DISCUSSION	No new business	
	PUBLIC COMMENT	RODNEY BRAXTON
DISCUSSION	Mrs. Banks, a resident of North Baton Rouge, stated her excitement for the great work BBR is doing.	
	ADJOURNMENT	RODNEY BRAXTON
DISCUSSION	The meeting was adjourned by Mr. Braxton at 10:20 AM.	

DRAFT

Organizational Planning
Overview and Strategic
Planning Check-in

Build Baton Rouge



goals of this process

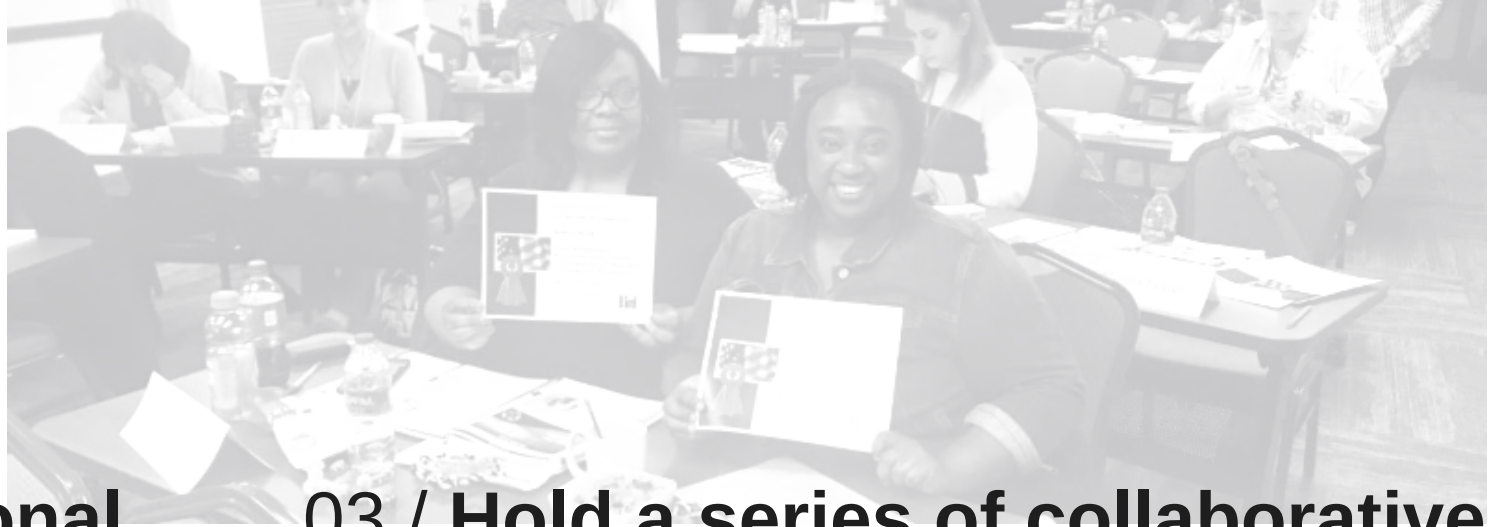
THIS ORGANIZATIONAL VISIONING WAS A CRITICAL PART OF AN ONGOING STRATEGIC PLANNING PROCESS AND TARGETED THE FOLLOWING OUTCOMES:

Understand peer best practices based on case study research

Develop top-level organizational priorities and performance metrics

Map out a future organizational structure

methodology



01 / Establish organizational planning committee

02 / Research best practices with successful organizations in comparable communities

- Cincinnati - The Port
- Pittsburgh - URA
- Portland - Prosper Portland

03 / Hold a series of collaborative organizational planning workshops with the committee

- Functional inventory and sorting
- Strategic priority and associated metrics development
- Organizational chart brainstorming

04 / Establish strategic organizational framework

A diverse group of people of various ages and ethnicities smiling, with the text "who are we?" overlaid in large, bold, lowercase letters. The background is a grayscale photograph of a group of people, including men and women of different ages and ethnicities, all smiling. The text "who are we?" is written in a large, bold, lowercase, sans-serif font, with the letters in a light gray color. The text is positioned across the middle of the image, with "who are" on the top line and "we?" on the bottom line. The overall tone is positive and inclusive.



mission

BRINGING PEOPLE AND RESOURCES TOGETHER
TO PROMOTE EQUITABLE INVESTMENT,
INNOVATIVE DEVELOPMENT, AND THRIVING
COMMUNITIES ACROSS ALL OF BATON ROUGE.



vision

A MORE VIBRANT BATON ROUGE FOR EVERYONE.

values

ACCOUNTABILITY

We approach our work with transparency and integrity to establish and uphold public trust.

EQUITY

We celebrate the successes of our city while recognizing its history and the need to expand access to the resources, opportunities, and influence necessary to live, work, and thrive.

COMMUNITY COLLABORATION

We prioritize community voice and participation to inform and guide our work.

INNOVATION

We embrace an entrepreneurial approach to community development and the transformation of the built environment.

INCLUSION

We promote authentic and empowered participation, where all people feel they are heard, respected, and belong.

SERVICE

We support partnerships, opportunities, and developments that build the leadership capacity of all members of our community.



what do
we do?



Develop and revitalize
disinvested areas

Drive economic impact
through equitable
investment

Advance partnerships
to build community-
wide capacity

priorities

develop and revitalize disinvested areas

We are dedicated to making all of Baton Rouge a great place to live and work. We create plans for growth and resiliency, leverage community assets, develop affordable housing and prevent displacement, reduce blight, and increase property values. These efforts ultimately stimulate development in areas that have experienced less investment and growth.

POTENTIAL PERFORMANCE METRICS

- Increased property value of a project site and surrounding areas
- Blight reduction and the return underperforming properties to productive use
- Number of community-focused projects in neighborhoods
- Total housing units created
- Affordable units created
- Façade renovations
- Properties bought and sold
- Community assets preserved and/or enhanced
- Comprehensive plan targets met
- Total dollars in development grant or public finance funding received

drive economic impact through equitable investment

We are invested in creating opportunities for every resident and neighborhood by working to retain jobs, provide business assistance, and reduce inequality. These efforts ultimately promote equitable economic growth.

POTENTIAL PERFORMANCE METRICS

- Total dollars in grant funding received
- Number of loans/grants distributed
- Creation of high-quality jobs that reduce income inequality
- Number of businesses assisted (e.g., startup loans)
- Façade renovations
- Neighborhood-level business communities served
- Policies that promote community development

advance partnerships to build community- wide capacity

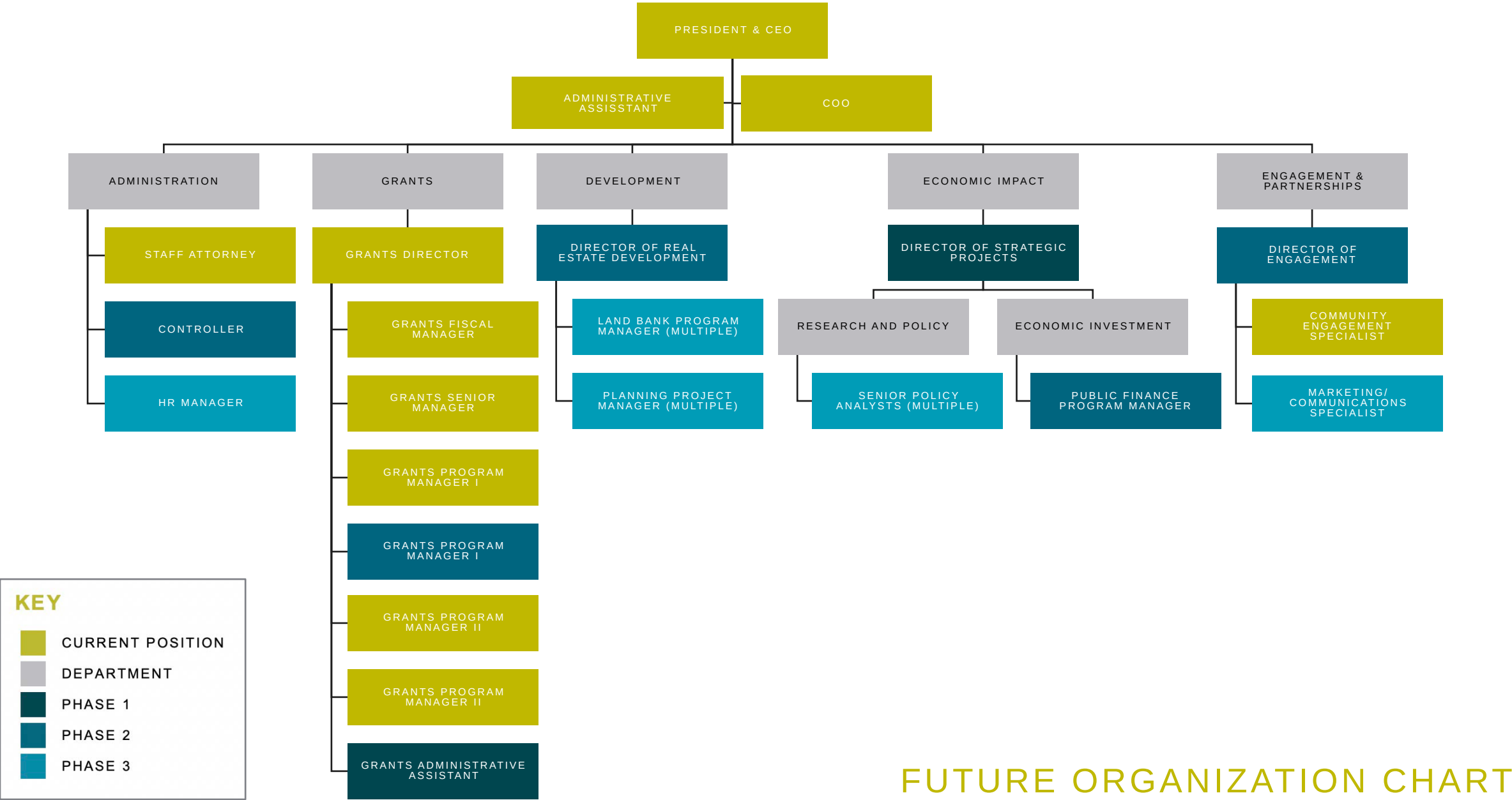
We are committed to contributing, supporting, and sharing resources by identifying cross-organizational synergies, convening and advancing partnerships, and optimizing the deployment of local wealth. Through our work with a diverse array of local, regional, national, and global partners, we magnify our impact and ultimately enhance the city we love.

POTENTIAL PERFORMANCE METRICS

- **Support of shared regional economic development goals**
- **Total dollars in grant funding received**
- **Number of loans/grants distributed**
- **Funds matched as a result of partnerships**
- **Partnerships that promote community development**
- **Number of successful partnerships**
 - Public (state, local, federal)
 - Research/Policy
 - Private (for-profit, nonprofit)
 - P3
 - National/international studies
 - Neighborhood-level



how will we
accomplish
our goals?



Thank You

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Roof Reset Program Update as of 10/16/2019

Applications Received		540		Ineligible Applicants		3			
Eligible Projects		537		Inspections Completed		133			
Completed Projects to Date		4							
Phase 1				Phase 2					
Phase 1 includes 9 pilot files from the Home Rehab program and 50 new applicants.				Phase 2 is scheduled to begin in December					
Total Number of Projects		59		Total Number of Projects		75			
Completed Projects		4		Completed Projects					
Active Projects		5		Active Projects					
Pending Requisition Approval from City-Parish		50		Pending Requisition Approval from City-Parish		0			
Phase 3				Phase 4					
Phase 3 is scheduled to begin in February				Phase 4 is scheduled to begin in April					
Total Number of Projects		100		Total Number of Projects		100			
Completed Projects				Completed Projects					
Active Projects				Active Projects					
Pending Requisition Approval from City-Parish		0		Pending Requisition Approval from City-Parish		0			
Phase 5				Phase 6					
Phase 5 is scheduled to begin in June				Phase 6 is scheduled to begin in August					
Total Number of Projects		100		Total Number of Projects		118			
Completed Projects				Completed Projects					
Active Projects				Active Projects					
Pending Requisition Approval from City-Parish		0		Pending Requisition Approval from City-Parish		0			
Program Managers are organizing files in the order submitted and verifying eligibility. The total applicants in each phase will flucuate monthly as eligibility determinations are made.									
Program Managers have made initial contact via letter with each Roof Reset applicant. Follow-Up communication will be made once applicants are determined eligible and placed in a Phase.									