



MINUTES
WATERFRONT DEVELOPMENT CORPORATION
Board of Directors Meeting
February 22, 2017

Members Present

Ollie Barber
Scott Brinkman
Greg Fischer
Rip Hatfield
Chris Jones
Carmen Miller
Susan Moss
Carter Vance
Nicole Walton
David Yates

Members Absent

Robert Banks
Jon Meyer
Cathy Shannon
Matt Thornton

Others Present

Clinton Deckard
Andy Knight
Jacob Mercier
Sheldon Shafer
Mary Ellen Wiederwohl

Staff Present

John Boyle
David Isaac
David Karem
Michael Kimmel
Alex Laughlin
Cordell Lawrence
Kelley Lewis
Victor Lovato
Catherine Nelson
Ashley Smith
Margaret Walker

Call to Order

The meeting was called to order by Vice Chair Susan Moss at 4:00 p.m. on February 22, 2017 at the Waterfront Development Corporation at 129 River Road, Louisville, Kentucky.

Approval of the Minutes

The minutes from the December 7, 2016 Board meeting were approved.

Communications and Correspondence:

Items in Board Packet:

Mr. Karem reviewed the board packet:

- Financials
- Letter from Rob Reynolds
- Information about Concrete Plant meeting
- Passed around Waterfront Park brochure created by Margaret Walker

The winner of the Buffalo Trace Bourbon OFC bottle was announced. The online auction closed today and Sherri Greenlaw, a resident at Waterfront Park Place, bid \$4450 on the bottle.

Executive Director's Report:

Financials

Cordell Lawrence presented the financials. Management continues to work with the Tourism and Economic Development Cabinet for capital project funding. If obtained, these funds would pay for converting the high mast lights to an LED system, as well as replacement of other needed maintenance equipment. It is likely that the fiscal year will end with a \$300,000 - \$350,000 operating loss. David Karem said there is no news on the new theme or reopening of the former Doc's Cantina site.

Mayor Fischer requested a midyear budget forecast.

Phase IV

Andy Knight, from the design firm MKSK, gave an update on Phase IV progress. They are also putting together a package to be used for fundraising and coordinating with MSD.

Cement Plant

Mike Kimmel outlined issues with a proposal for a concrete plant on River Road. He and David Karem attended a meeting regarding the plant and provided notes to the board with their observations. After discussion, Ollie Barber moved to reject a proposal of a concrete plant at that site, on the basis that it is incompatible with the vision of the W-3

area. Rip Hatfield seconded the motion and the Board unanimously voted to reject the proposal. Mayor Fischer and President Yates abstained from voting.

Mary Ellen Wiederwohl explained the planning process for rezoning of the site, and suggested that if a zoning change is filed, that WDC staff can attend any meetings to express that the Board is opposed to the change.

WRO Changes

David Karem informed the board that talks are underway to extend the WRO district to encompass Phase IV. Mike Kimmel mentioned that people are already buying property around Phase IV. The new WRO area would surround Phase IV and connect with the area under Interstate 64. It would not overlap the Downtown Design Overlay.

The Board voted to continue working with Mary Ellen Wiederwohl on the WRO district.

Riverview Park

Clinton Deckard gave an update on Riverview Park and presented pictures of construction in progress. The original playground has been moved behind the new playground to solve drainage issues. Picnic tables have been added, and more trees and shade protection will be added. An amphitheater will be built near the site of the original playground. At Cane Run Road, a parking lot, pavilion, and playing field will be built.

Friends of the Waterfront

Nicole Walton introduced Jacob Mercier, the new President of Friends of the Waterfront. Jacob described the board's recent retreat and upcoming efforts to build capacity to support WDC.

Belle of Louisville

John Boyle gave an update on the Belle of Louisville. The new website is live and staff is looking for a new reservation system. The event staff is working with a wedding planner, which has already booked 15 weddings. Special events in 2017 include two cruises to Madison, IN, three craft beer cruises, as well as Lucky Moonshine cruises. The season kicks off May 27 with the Louisville Crashers.

Events

Ashley Smith gave an update on events. The first event of the season is the Polar Plunge this weekend. There are multiple walks in March, followed by the beginning of the Waterfront Wednesday season in April, then Kentucky Derby Festival. Plans and fundraising are still underway for the July 4 event.

Catie Nelson mentioned that a press release has been issued to advertise an auction for use to the WDC building for Thunder Over Louisville.

Maintenance

Alex Laughlin gave the update for park maintenance. With the nice weather, staff is already cutting grass and is focusing on rebuilding erosion areas, as well as installing benches and making other repairs around the park.

Adjournment

The meeting adjourned at 5:08 pm.