



MINUTES
WATERFRONT DEVELOPMENT CORPORATION
Board of Directors Meeting
February 28, 2018

Members Present

Robert Banks
Ollie Barber
Rip Hatfield
Chris Jones
Susan Moss
Cathy Shannon
Nicole Walton

Members Absent

Scott Brinkman
Greg Fischer
David James
Jon Meyer
Carmen Miller
Ted Nixon
Carter Vance
Frank Ward

Others Present

Clinton Deckard
Casey Elmer
Shawn Herbig
Ellen Hesen
Andy Knight
Ross Primmer
Valentin Staller
Betsy Walker
John Weldner

Staff Present

Deborah Bilitski
David Karem
Cordell Lawrence
Kelley Lewis
Catherine Nelson
Gary Pepper
Ashley Smith
Margaret Walker

Call to Order

The meeting was called to order by Chair Susan Moss at 4:00 p.m. on February 28, 2018 at Kindred Healthcare, 680 S 4th Street, Louisville, Kentucky.

Chair Moss introduced three new Board members: David James, Ted Nixon, and Frank Ward.

Approval of the Minutes

The minutes from the December 6, 2017 Board meeting were approved.

Communications and Correspondence:

Items in Board Packet:

Mr. Karem reviewed the board packet:

- Financials as of December 31, 2017

Mr. Karem also gave an update on the recent flooding and WDC operations. Ellen Heslen mentioned that neighborhoods are not sustaining as much damage as in the 1997 and 2015 floods.

Executive Director's Report:

Election of Officers

Susan Moss reminded the Board that Matt Thornton recently resigned from the Board and thanked him for his long service. His resignation created space for a new slate of officers, who require election by the Board. Chair Moss nominated Ollie Barber for Vice Chair and Nicole Walton for Secretary. Both were unanimously elected.

RiverPark Place Phase 3 Update

Valentin Staller gave an update about the third phase of construction of RiverPark Place, which broke ground on October. The apartment building is on track for completion in February 2019.

Phase IV Update

Andy Knight of MKSK and John Weldner of deLeon & Primmer Architecture Workshop gave an update on the design for Phase IV of Waterfront Park. They highlighted the notion of "One Waterfront", updates for the River Road extension, and unveiled initial designs for an observation pier. Special considerations are being made for the park's durability, programmability, and connectability. Parcels on the north side of the Phase IV area are available for construction should funds become available.

Update on Economic Impact Study

Shawn Herbig from IQS Research gave a summary update on the recently completed Economic Impact Study and Park Visitor Profile. Highlights of the economic impact study include: the park hosts 2.2 million visitors annually; the economic impact of the park is \$40 million annually; and the park has a regional impact of supporting 707 jobs. Regarding the Visitor Profile, 35% of park visitors are persons of color, 25% are from out of town, and 97% would recommend the park to others. Shawn indicated that this is the most positive research his firm has conducted. The study includes good quality news that needs to be widely promoted. Staff will ensure it will be shared with the General Assembly in Frankfort, as well as Metro Council.

Financials

Cordell Lawrence presented the financial variances as of 12/31/2017.

Friends of the Waterfront

Nicole Walton updated the Board about Friends of the Waterfront. A board retreat was held in February to discuss planning a new fundraiser and membership drive. The Board has also approved sponsorships for Waterfront Wednesday and the Louisville Waterfront Fourth.

Belle of Louisville

David Karem informed the Board that he will share feedback by email about the impact of the addition of the Mary M Miller to the Belle's operations.

Events

Ashley Smith added that the Forecastle Festival will incorporate the Mary M Miller into the festival's event space.

She also gave the following event updates: a volunteer cleanup has been scheduled for Thursday for those who would like to assist from the flood; a press conference has also been scheduled for Thursday to announce a new attraction in Waterfront Park; a list of Spring events in Waterfront Park; and two events cancelled due to the flood.

Maintenance

Gary Pepper gave an update about flooding and Waterfront Park maintenance projects. He estimates full cleanup could take one month or more, but popular areas will be cleaned and opened as the water recedes.

David Karem thanked Susan Moss and Teresa Kappner for their help in securing meeting space for today's meeting.

Adjournment

The meeting adjourned at 5:16 pm.