



**MINUTES**  
**WATERFRONT DEVELOPMENT CORPORATION**  
**Board of Directors Meeting**  
**August 28, 2019**

**Members Present**

Robert Banks  
Ollie Barber  
Scott Brinkman  
Chris Jones  
Ted Nixon  
Cathy Shannon

**Others Present**

Doug Butler  
Travis Fietcher  
Tom Monohan  
Nancy Moore  
Mary Ellen Wiederwohl  
Donna Zapata

**Members Absent**

Greg Fischer  
David James  
Carmen Miller  
Susan Moss  
Carter Vance  
Nicole Walton  
Frank Ward  
Jaleigh White

**Staff Present**

Deborah Bilitski  
Mark Doty  
David Karem  
Cordell Lawrence  
Richard Marion  
Bryan McKiernan  
Catherine Nelson  
Kelley Runyon  
Ashley Smith  
Krista Snider

**Call to Order**

The meeting was called to order by Vice Chair Ollie Barber at 4:00 p.m. on August 28, 2019 at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

**Approval of the Minutes**

The minutes from the June 26, 2019 Board meeting were approved.

**Communications and Correspondence:****Items in Board Packet:**

- FYE19 Financials
- Waterfront Park Foundation request
- Venardos Circus flyer
- Give for Good Louisville flyer
- Silver Anchor Awards flyer

Deborah Bilitski announced that Cathy Shannon is resigning from the Board to pursue a master's degree at the University of Louisville. She also introduced Travis Fietcher from the County Attorney's Office and Krista Snider, CEO of the Belle of Louisville.

Ms. Bilitski also announced a WDC Staff strategic realignment:

- Ashley Smith moves to Director of Development to focus on fundraising, communication, and partnerships,
- Catie Nelson is Director of Events, taking responsibility for all events in Waterfront Park,
- Kelley Runyon becomes Director of Operations, working on efficiencies and taking many of the former Deputy Director duties.

She also requested a Board vote to appoint David Karem as WRO Administrator. The Board approved unanimously.

**Executive Director's Report:****FY19 Financials**

Cordell Lawrence reviewed the FY19 year-end financial variances on the income statement and balance sheet.

### **Encore Louisville**

The Encore Louisville team summarized the goals and tactical plan they created after meeting with Waterfront Staff.

- Goal 1: Financial stability,
- Goal 2: Growth in strategic areas,
- Goal 3: Increase public awareness
- Goal 4: Leverage leadership transition

Ollie Barber mentioned that he would like the Encore group to remain engaged with WDC with new ideas.

### **Waterfront Park Foundation**

Deborah Bilitski discussed several matters regarding the Waterfront Park Foundation.

Chairman June Prince plans to resign and Board member Carter Vance has relocated to New York City. Staff sees this as great time to reassess the purpose of the Foundation and make up of the Board. Staff will come back to the WDC Board with recommendations for Foundation Board members.

WDC is expecting a development payment from RiverPark Place and would like to deposit those funds into the RiverPark Place account housed in the Foundation, which is dedicated to maintenance around the area of the development. This is not a recurring revenue payment. The Board approved this action.

Ms. Bilitski also made a request to the Board to approve a \$150,000 request from the Foundation to cover the following repairs in Waterfront Park: paint playground equipment, sidewalk realignment, electrical repairs, and replace granite mix. The request is consistent with previous years.

The request was unanimously approved and will be forwarded to the Waterfront Park Foundation Board.

### **Venardos Circus Fundraiser**

Ashley Smith announced that the Venardos Circus has provided Waterfront Park with the opportunity to use a circus performance as a fundraiser. The performance is September 10 and tickets are \$25. All proceeds benefit Waterfront Park operations. Deborah encouraged all Board members to purchase tickets.

### **Friends of the Waterfront**

Ashley Smith spoke on behalf of Friends of the Waterfront. The Silver Anchor Awards honoring Mike Berry will be held September 19 on the Belle of Louisville. In addition, Waterfront Park is participating in Give for Good Louisville on September 12. Board assistance is needed to solicit donations on that day. The goal is to increase the number of donors to Waterfront Park from previous years.

### **Belle of Louisville**

Krista Snider spoke about her goals for the Belle of Louisville in her role as CEO. Her focus is tapping opportunities surrounding sustainability and expanding the Belle's audience.

Mark Doty discussed the 10-year restoration plan for all three vessels, including the challenges of finding a shipyard to work on the Belle of Louisville in 2020 due to the closure of JeffBoat.

### **Events**

Ashley Smith gave an update on events. There is great weather for Waterfront Wednesday tonight. Other upcoming events include the Venardos Circus, Fleur de Flea Vintage Urban Market, Mayor's Hike Bike & Paddle, and Big Four Arts Festival.

### **Maintenance**

Richard Marion gave an update on park maintenance. The park has bounced back from recent bad weather and the staff is getting ready for autumn maintenance. Deborah pointed out that the team has come together and adjusted their schedules to perform the cleanup after Waterfront Wednesday, rather than contracting it out.

Pursuant to KRS 61.810 subsection 1B, the Board entered closed session at 5:15pm to discuss a potential land transaction.

No formal vote or action was taken and the Board resumed open session at 5:37pm.

### **Adjournment**

The meeting adjourned at 5:38 pm.