



DRAFT

**MINUTES**  
**WATERFRONT DEVELOPMENT CORPORATION**  
**Board of Directors Meeting**  
**October 24, 2018**

**Members Present**

Scott Brinkman  
Greg Fischer  
Chris Jones  
Susan Moss  
Cathy Shannon  
Nicole Walton  
Carter Vance

**Members Absent**

Robert Banks  
Ollie Barber  
David James  
Jon Meyer  
Carmen Miller  
Ted Nixon  
Frank Ward  
Jaleigh White

**Others Present**

Mitchell Bohr  
Caitlin Bowling  
Jake Lewellen  
Bill Meyer  
Tim Mulloy  
Ken Payne  
Bob Rueff  
Sarah Beth Sammons  
Kevin Young

**Staff Present**

Deborah Bilitski  
Drew Cederholm  
Marlene Grissom  
David Karem  
Alex Laughlin  
Cordell Lawrence  
Bryan McKiernan  
Catherine Nelson  
Keefe O'Brien  
Gary Pepper  
Kelley Runyon  
Ashley Smith  
Margaret Walker

### **Call to Order**

The meeting was called to order by Chair Susan Moss at 4:00 p.m. on October 24, 2018 at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

Board Chair Susan Moss opened the meeting by thanking Board members and staff for their continued hard work on work groups outside of Board meetings.

### **Approval of the Minutes**

The minutes from the August 22, 2018 Board meeting were approved.

### **Communications and Correspondence:**

#### **Items in Board Packet:**

Mr. Karem reviewed the board packet:

- First quarter financials
- WRO information

Jon Meyer, who was unable to attend today, asked David Karem to relay his appreciation of Cordell Lawrence for his work on the audit.

### **Executive Director's Report:**

#### **Presentation of FYE2018 Audit**

Bill Meyer from Strothman & Co. presented the highlights from FYE 2018 financial audit. The audit resulted in a clean opinion from the Strothman audit team and Bill thanked Cordell Lawrence and Kelley Runyon for their work. Mayor Fischer asked how land is valued for audit purposes; Bill responded that land is valued at acquisition cost for accounting purposes, rather than market cost.

#### **Humana Go365 Beacons**

Jake Lewellen from Humana described beacon technology to be installed in Waterfront Park as part of Humana's wellness program. The beacons allow members of Humana's Go365 program to "check-in" and earn points as an incentive to visit parks and be outdoors. Jake is working with Kelley on locations in Waterfront Park Phases I-IV to place beacons. The beacon locations will be noted on Waterfront Park's website, as well as Humana's.

#### **Financials**

Cordell Lawrence presented the first quarter financials and variances.

Deborah Bilitski gave an update on the Doc's Cantina property. Staff is hopeful to have loose ends tied up within in a week to bring the tenant's debt up to date and work toward an agreement allowing WDC to pursue a new tenant.

David Karem mentioned that his sister recently passed away and she was responsible for processing thousands of fundraising letters for WDC. He thanked those who donated to WDC in her memory.

**WRO: 111 W Washington Street**

Deborah Bilitski presented a proposal to construct a 30-space parking lot at 111 W Washington Street, behind the El Toro building. The applicant worked well to conform to the WRO guidelines, including addressing heat island and tree canopy issues. The design calls for 11 shade trees, 5 street trees, and will direct storm water into landscaping.

A motion to approve the permit was made, seconded, and unanimously approved.

**WRO: Hughes Lofts**

Deborah Bilitski presented a modification to a prior permit for Hughes Lofts to add a mechanical screen to the building.

A motion to approve the permit was made, seconded, and unanimously approved.

**WRO: O'Shea's Whiskey Cellar**

Deborah Bilitski presented a WRO permit application for O'Shea's Whiskey Cellar. After Board discussion regarding signage standards and accessibility issues, the Board opted to table the issue and work for approval of a design at the December 5 meeting.

**Revenue Work Group**

Ashley Smith and Kelley Runyon updated the Board on ideas to raise revenue for Waterfront Park operations. Donation boxes will be installed in the park to encourage park users to donate while on site. Ashley continues to research membership programs and fundraising efforts by peer parks. Susan Moss also mentioned to the Board that the idea of having a fundraising event on the Big Four Bridge has been considered. Recommendations will be brought to the Board at the next meeting.

**Phase IV Update**

Deborah Bilitski updated the Board on Phase IV progress. A recent community cleanup brought a great turnout of volunteers. Early activation of the Phase IV site has begun. LG&E was required by federal mandate to remove all trees under the transmission lines, which will allow WDC to move forward with adding grass, landscaping, new trees, benches, swings, signage, and lighting to the area. Staff is also considering temporary art installations for the site. Community engagement meetings are forthcoming for the experiential learning area, in partnership with Kentucky Science Center. WRO expansion for the area has made it through Metro Council committees and should be approved by the full Metro Council tomorrow.

Mayor Fischer described Opportunity Zones in the park area, which are intended to focus on local business growth.

David Karem reiterated that the trees and brush removed by LG&E were invasive landscaping and not quality trees that would have remained in the park.

### **Friends of the Waterfront**

Nicole Walton gave an update for Friends of the Waterfront. Revenue from the Silver Anchor silent auction was up this year and the honorees were pleased with the event. Thanks to all Board members who attended or contributed to the event.

### **Belle of Louisville**

Drew Cederholm gave an update for the Belle of Louisville. The cruising season is nearing an end. The season is ending strong despite revenue loss due to high water. The Mary M Miller will go into dry dock in January. Two successful trips to Madison with the Belle were met with great turnout and weather. The upcoming Halloween cruise is sold out.

### **Events**

Ashley Smith gave an update on Waterfront Park events. She shared a recap of the 20<sup>th</sup> Anniversary of the Great Lawn event as well as outlined some Waterfront Wednesday challenges from bad weather this year. Ashley also listed upcoming events for the remainder of the season, including the Christmas Tree Market and Holiday Laser Dome.

### **Maintenance**

Gary Pepper gave an update on park maintenance. Staff is working on fall and winter projects, including additional sidewalks and removal of an earth mound in the Adventure Playground. New trees are also planned for River Road to replace lost Ash trees. Flood cleanup and dredging are ongoing. Regarding the Big Four Bridge lights, staff is working with all parties to get them up and running as soon as possible. Mayor Fischer offered to contact the intergovernmental division at Phillips to see how they can assist.

### **Adjournment**

The meeting adjourned at 5:18 pm.