



**MINUTES**  
**WATERFRONT DEVELOPMENT CORPORATION**  
**Board of Directors Meeting**  
**December 5, 2018**

**Members Present**

Ollie Barber  
Scott Brinkman  
Greg Fischer  
Chris Jones  
Ted Nixon  
Nicole Walton

**Members Absent**

Robert Banks  
David James  
Jon Meyer  
Carmen Miller  
Susan Moss  
Cathy Shannon  
Carter Vance  
Frank Ward  
Jaleigh White

**Others Present**

Mitchell Bohr  
Caitlin Bowling  
Jake Lewellen  
Bill Meyer  
Tim Mulloy  
Ken Payne  
Bob Rueff  
Sarah Beth Sammons  
Mary Ellen Wiederwohl  
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 Vice Chair Ollie Barber at 4:00 p.m. on December 3, 2018 at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

### **Approval of the Minutes**

The minutes from the October 24, 2018 Board meeting were approved.

### **Communications and Correspondence:**

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

Mr. Karem reviewed the board packet:

- 2019 meeting schedule
- WRO permit information

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

#### **2019 Meeting Schedule**

David Karem presented the 2019 Board meeting schedule and mentioned that it is consistent with prior years. Ollie Barber pointed out that the schedule can be changed if the situation warrants. The Board approved the schedule as written.

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

Deborah provided an update to the previously submitted WRO permit application for signage at O'Shea's Whiskey Cellar. After communication with and approval from Public Works and Louisville Downtown Partnership, O'Shea's proposes to remove the poles from the sidewalk and attach the sign to the building with brackets. The sign will have a black background with white lettering.

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

#### **Revenue Work Group**

Ashley Smith gave an update on the results of the most recent Revenue Work Group meeting. The group is working on the following events to raise operating revenue: a fundraiser attached to an existing Waterfront event, a signature event on the Big Four Bridge, and an event to celebrate the 10<sup>th</sup> anniversary of the Lincoln Memorial. Staff also researched membership programs from parks around the country. The research concluded that membership programs are more successful for gated venues and ungated venues similar to Waterfront Park have better success with fundraising. As a result, Staff will harness the talent of the WDC and FOTW boards to assist fundraising efforts. David Karem has asked Board members to appeal directly to their contacts for donations. Ollie Barber suggested WDC can give Board members names of folks to call.

He also invited all Board members to attend the revenue work group meetings if available.

Kelley Runyon reported that the donation boxes throughout the park were installed last week and have raised about \$50 to date.

### **Phase IV Update**

Deborah Bilitski outlined progress on Phase IV. She reported that two community workshops were held by WDC and the Kentucky Science Center for children in the Portland and Russell neighborhoods on December 1<sup>st</sup> and consultants will now design a concept for the experiential learning area. WDC's consultants are also designing exhibits to utilize in community engagement relating to Phase IV. Staff is also working to secure grants. We have received a \$150,000 grant from the Norton Foundation (payable over three years) and we have applied for a Plant for the Planet grant to help pay for trees at the site. Early activation site improvements are underway as well; Phase IV will soon feature new benches, swings, lighting, and signage.

Ted Nixon, who is chair of the Phase IV capital campaign, is currently researching best fundraising practices and funding sources. He has received positive reactions to his inquiries, especially due to WDC's past success, the connection to West Louisville neighborhoods, and the collaboration with the Kentucky Science Center.

### **Friends of the Waterfront**

Nicole Walton announced updates for Friends of the Waterfront. The results of the recent executive committee election are: President - Joshua Watkins, Vice President – Kelley Luckett, Treasurer – Sandy Bowling, and Secretary – David Nichols. FOTW will have a planning retreat in January or February to strategize for 2019.

### **Belle of Louisville**

John Boyle gave an update on the Belle of Louisville operations. Both the Belle and Mary M. Miller are undergoing winter maintenance; the Belle will undergo a hull inspection next week and the Mary M. Miller will go to dry dock for a mandated inspection in January. The Belle's cruising season ended with a sold-out Halloween cruise and the Mary M. Miller will continue to cruise until New Year's Eve.

### **Maintenance**

Gary Pepper gave an update on park maintenance. The projects funded by the Waterfront Park Foundation are nearly complete. Tree planting along River Road and Phase IV is complete. The winter season will focus on servicing equipment and flood cleanup. Ted Nixon asked about winter snow removal. Gary indicated that the paths are plowed, but no salt is used. David Karem pointed out that the Big Four Bridge is never plowed.

The Big Four Bridge lights have been repaired and functioning for about three weeks. Deborah mentioned that staff is creating a maintenance plan to prevent future lighting issues.

### **Events**

Ashley Smith informed the Board about the Holiday Laser Dome, a new holiday themed attraction at the Big Four Lawn. Christmas Tree Lane is also operating on both sides of Witherspoon Street.

### **Adjournment**

The meeting adjourned at 4:36 pm.