



MINUTES
WATERFRONT DEVELOPMENT CORPORATION
Board of Directors Meeting
December 6, 2017

Members Present

Scott Brinkman
Chris Jones
Jon Meyer
Susan Moss
Matt Thornton
Cathy Shannon
Carter Vance
Nicole Walton

Members Absent

Robert Banks
Ollie Barber
Greg Fischer
Rip Hatfield
Carmen Miller
David Yates

Others Present

Deborah Bilitski
Shawn Herbig

Staff Present

John Boyle
Marlene Grissom
David Isaac
David Karem
Michael Kimmel
Alex Laughlin
Cordell Lawrence
Kelley Lewis
Richard Marion
Ashley Smith
Margaret Walker

Call to Order

The meeting was called to order by Chairman Matt Thornton at 4:05 p.m. on December 6, 2017 at the Waterfront Development Corporation at 129 River Road, Louisville, Kentucky.

Approval of the Minutes

The minutes from the October 25, 2017 Board meeting were approved.

Communications and Correspondence:

Items in Board Packet:

Mr. Karem reviewed the board packet:

- Thank you notes from CommerceLexington visit
- Thank you note to parking donors
- 2018 Board meeting schedule
- Waterfront Park visitor profile
- Waterfront land maps on Campbell Street

Items passed:

- Photo from Sheldon Shafer's last day at the Courier-Journal

David Karem mentioned that Frank Ward was appointed to fill the vacant Metro Government position. He was unable to attend today's meeting.

Mr. Karem also introduced Deborah Bilitski, who will replace Mike Kimmel when he retires in January.

Executive Director's Report:

Update on Economic Impact Study

Shawn Herbig from IQS Research and Ashley Smith presented results from the IQS Research Park Visitor Profile Study, which can be used for grant requests, requests for legislative funding, and other funding requests. The next steps from the Economic Impact Study are to finalize the report and economic data, as well as to organize the data in context and a narrative to the Waterfront Park story.

Ashley Smith mentioned a couple of "aha" moments from the information: 25% of the park visitors are from out of town, and the general public thinks we are doing a good job with park maintenance.

WDC Land Transfer for Soccer Stadium

Mike Kimmel described the locations of two parcels of land owned by WDC that will be needed for the soccer stadium development. Staff recommends selling the land to Metro Louisville for the PVA listed price. Scott Brinkman moved to accept the proposal; Susan Moss seconded. The Board unanimously approved the sale.

2018 Meeting Schedule

The Board accepted the 2018 meeting schedule.

Friends of the Waterfront

Nicole Walton mentioned that revenue from the Silver Anchor Awards is still being calculated. FOTW has a strategic planning retreat scheduled for January to assess goals.

Belle of Louisville

John Boyle gave updates about the Belle of Louisville operation. The Spirit of Jefferson was sold in an online auction last week. The cruising season for the Mary M. Miller ends January 1 and cruises for both the Mary M. Miller and the Belle of Louisville will pick back up in April. The sales team will spend the winter attending bus shows for sales leads. Progress is being made implementing a new ticket reservation system.

Events

Ashley Smith gave an update on events. Christmas Tree Lane is on Witherspoon Street until Christmas. There are no January events planned, but the Special Olympics Polar Plunge is scheduled for February, and the event season begins again in March.

Maintenance

Alex Laughlin gave a park maintenance update. Projects funded by the KEDFA grant are underway, including remodeling the Adventure Playground with new paint and rubber surface and installation of LED fixtures on the High Mast lights. The crew is also winterizing the park systems and planting trees.

David Karem mentioned that this is Mike Kimmel's last formal meeting and thanked him for his 28 years at WDC.

Chris Jones motioned to place a plaque or something similarly appropriate in the park to recognize his impact on Waterfront Park. The motion was unanimously approved.

Adjournment

The meeting adjourned at 4:48 pm.