



MINUTES
WATERFRONT DEVELOPMENT CORPORATION
Board of Directors Meeting
December 17, 2019

Members Present

Robert Banks
Ollie Barber
David James
Chris Jones
Susan Moss
Ted Nixon
Nicole Walton
Jaleigh White

Members Absent

Greg Fischer
Carmen Miller
Carter Vance
Frank Ward

Others Present

Staff Present

Deborah Bilitski
David Karem
Cordell Lawrence
Bryan McKiernan
Gary Pepper
Kelley Runyon
Ashley Smith

Call to Order

The meeting was called to order by Chair Susan Moss at 4:00 p.m. on December 17, 2019 at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

Approval of the Minutes

The minutes from the October 23, 2019 Board meeting were approved.

Communications and Correspondence:

Items in Board Packet:

- 2020 meeting schedule
- Letter from Marshall Family Foundation re: July 4 event grant
- Waterfront Park Foundation information

Executive Director's Report:

Waterfront Park Foundation

Deborah Bilitski discussed matters regarding the Waterfront Park Foundation. Deborah gave a summary of the Waterfront Park Foundation, indicated who the board members are, the purpose of the Foundation, and current spending policy. She also announced that June Prince and Bob Allison have resigned from the Foundation. Susan Moss appointed Jaleigh White and Cordell Lawrence to replace them. Deborah also discussed a comparison of the projected Foundation balance if 1.5% is spent annually vs. a 3% annual spend. Cordell Lawrence reminded the Board that Mayor Fischer has asked WDC and the Foundation board to firm up the Foundation's spending policy. Susan reminded the Board that the goal of WDC is to become independent, and growing the foundation is the best vehicle for that end. One idea is to create a fund in the Foundation specifically for operating expenses.

Development/ Fundraising

Deborah mentioned that staff is working toward the goal of raising funds to support Waterfront Park operations. The first step is to educate the public re: how the Park is funded. Ashley Smith presented best practices from other organizations (Forest Park Forever, Central Park Conservancy, and Waterfront Botanical Gardens) and outlined WDC's development plan. Bullhorn Creative is working with WDC on a complete overhaul of Waterfront Park's brand identity and website. WDC will also work with Tandem Communications on a communication and development plan, along with collateral materials, social

media, park signage, donor database software and an event fundraising booth. A request was made to ask the Waterfront Park Foundation for a distribution of \$150,000 to cover these actions. Ollie Barber has asked for a report back to show how much money was raised as a result of the brand identity change. Deborah indicated this plan is an investment in the fundraising platform for Waterfront Park. Susan Moss elaborated that it gives Deborah and Ashley the tools to succeed. The ROI can be measured by increases in social media engagement, website activity, and increased donations. The request was unanimously approved.

Pursuant to KRS 61.810 subsection 1B, the Board entered closed session at 4:24pm to discuss a potential land transaction.

No formal vote nor action were taken, and the Board resumed open session at 4:56pm.

Events

Catie Nelson gave an update on events. She is looking at all events to find opportunities to raise revenue. For example, WDC is planning a partnership with Forecastle Festival to bring donations to Waterfront Park, as well as a cobranded t-shirt that would be sold at the Festival. Forecastle has also announced that they will operate at Waterfront Park for the next 5 years. Venardos Circus is interested in returning to Waterfront Park next year and they will donate a friends and family night to WDC again this year. Staff is also working hard to plan a fundraising dinner on the Big Four Bridge. Ashley Smith outlined the sponsorship opportunities for that event.

Friends of the Waterfront

Nicole Walton gave an update for Friends of the Waterfront. FOTW has scheduled their strategic planning retreat for January 25. The goal is to help FOTW align efforts with WDC. Terry Toland from the Center for Non-Profit Excellence will facilitate. The WDC Board is encouraged to participate.

Maintenance

Gary Pepper gave an update on maintenance. Two contracts have been let for design and engineering on Phase IV to begin. Gary also visited a decommissioned dam in Illinois to scope equipment that can be used for PlayWorks at Waterfront Park. Riverview Park improvements are also underway: concrete work, tree planting, playground renovation, and irrigation. Winter maintenance is underway for Waterfront Park as well.

Adjournment

The meeting adjourned at 5:06 pm.