



**MINUTES**  
**WATERFRONT DEVELOPMENT CORPORATION**  
**Board of Directors Meeting**  
**February 26, 2020**

**Members Present**

Robert Banks  
Ollie Barber  
Terri Connolly  
Chris Jones  
Susan Moss  
Nicole Walton  
Gerina Whethers

**Members Absent**

Sam Aguiar  
Greg Fischer  
David James  
Carmen Miller  
Ted Nixon  
Frank Ward  
Jaleigh White

**Others Present**

Davin Blumenstock  
John Carmen  
Jenny Cobb  
Brad Flowers  
Mike Hill  
Chris Jackson  
Ed Krebs  
Scott Shoemaker  
Joshua Watkins

**Staff Present**

Deborah Bilitski  
David Karem  
Cordell Lawrence  
Richard Marion  
Catie Nelson  
Gary Pepper  
Kelley Runyon  
Ashley Smith  
Krista Snider

### **Call to Order**

The meeting was called to order by Chair Susan Moss at 4:00 p.m. on February 26, 2020 at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

### **Approval of the Minutes**

The minutes from the December 17, 2019 Board meeting were approved.

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

- Second quarter FY20 Financials
- Big Four Bridge Dinner Sponsorship Packet
- Business First list of tourist attractions

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

#### **Introduce New Board Members**

Susan Moss introduced new Board members Gerina Whethers, Terri Connelly, and Sam Aguiar.

Susan also pointed out the Business First list that ranked Waterfront Park as the number two tourist attraction in Louisville.

#### **Waterfront Park Brand Presentation**

Brad Flowers, Chris Jackson, and Jenny Cobb from Bullhorn Creative gave a presentation explaining the research that went into and evolution of the new brand strategy for Waterfront Park. The purpose is to educate that community that Waterfront Park is a donor supported park. Next steps include website development, establishing brand guidelines, and developing a launch plan. The goal is to have a complete plan to launch at the beginning of April.

#### **Financials**

Cordell Lawrence presented the second quarter (ending December 31, 2019) income statement and balance sheet and explained significant variances. Deborah Bilitski mentioned that Waterfront Park is in the Governor's proposed executive budget and staff is working to meet with legislators to secure that funding throughout the budget process.

### **Waterfront Park Foundation**

Cordell Lawrence spoke to changes in the Waterfront Park Foundation Board. Cordell is now Chair of the Foundation Board, which continues to monitor the investment fund. The Foundation has issued an RFP for an investment manager and evaluation is underway.

### **WRO: Slugger Field**

David Karem presented the WRO Permit request from Slugger Field. A significant change is the renovated playground area. Some changes are not visible from outside the baseball stadium. Staff recommends approval. The permit was unanimously approved.

### **WRO: 2611 Buddeke Drive**

David Karem presented the WRO Permit request for construction at 2611 Buddeke Drive. The area is heavy industrial. The facility, which will include an office building and warehouse, will process bulk stainless steel. The construction will not be seen from River Road. Staff recommends approval. The permit was unanimously approved.

### **Friends of the Waterfront**

Nicole Walton gave updates for Friends of the Waterfront. FOTW met in January for a strategic planning retreat, facilitated by Terry Tolan from the Center for Non-Profit Excellence. The goal going forward for FOTW is to align efforts with WDC to support the growth and sustainability of funding for Waterfront Park. Three FOTW work groups will continue to work with Terry to solidify a plan for future efforts. Nicole asked WDC Board members to join one of the groups to assist in aligning the two Boards. Nicole mentioned that FOTW will help staff a fundraising booth at Forecastle Festival as well as sponsor the Big Four Bridge dinner at \$25,000.

Joshua Watkins also spoke about the success of the retreat.

### **Development/ Fundraising**

Ashley Smith gave an update on development and fundraising. She and Joshua spoke about the LMG Employee Charitable Campaign, which allows FOTW to benefit from Metro employee donations.

Waterfront Park has received a bump in donations from social media coverage about the recent park flooding. Staff has also been planning for the Big Four Bridge Dinner. After the dinner was announced, social media and website interaction increased and the office has received many phone calls requesting to

purchase tickets. Board members will be contacted regarding support for the dinner.

Waterfront Park received a \$4,000 grant from Plant for the Planet for planting trees. Topp't Pizza is also offering a fundraising day on March 4 and will give Waterfront Park 20% of sales.

Susan reiterated the importance of support for the Big Four Bridge dinner and praised Staff for their efforts.

### **Events**

Catie Nelson mentioned the enthusiasm surrounding the Big Four Bridge dinner, which has also opened doors for the Staff to talk about the park to new audiences.

She also informed the Board room is available for rent for parties and events, as well as for Thunder Over Louisville. Dock slips are also available for Thunder Over Louisville. Waterfront Wednesday begins April 22. The Juneteenth Jubilee will return this year on June 19, in coordination with Jecorey Arthur. Planning is also underway for the July 4<sup>th</sup> event and the event calendar is packed for 2020. Deborah informed the Board that the Juneteenth Jubilee event will be expanded into a day long event this year.

### **Maintenance Report**

Gary Pepper gave an update on park maintenance. The projects funded by the Waterfront Park Foundation are almost complete, except for some electrical repairs to the park. The Amphitheater Docks will be available for rent for the season for the first time this year. Ten slips are available. Flood season is underway and next month the maintenance staff will start getting the park ready for Spring.

Deborah told the Board that all the staff has been giving 150% over the last few months and she is very proud of the effort.

Gary also mentioned that T-Mobile and Verizon are installing cellular facilities throughout the park, which benefit Waterfront Park financially.

Deborah also mentioned that progress on Phase IV is underway: contracts are being let for engineering and other design needs.

### **Belle of Louisville**

Krista Snider gave an update on the Belle of Louisville. Staff at the Belle have also taken a step back to evaluate their operations, rebrand, and discover new opportunities. The website will also be redesigned as part of these efforts. More effort is going into the passenger experience. The Belle goes into drydock next fall and winter, and Krista has submitted capital improvement requests to Metro.

Dry dock this year will take place in Point Pleasant, WV due to the closure of Jeffboat in Jeffersonville.

Pursuant to KRS 61.878, the Board entered closed session at 5:21pm to discuss real estate.

No formal vote or action were taken and the Board resumed open session at 5:36pm.

### **Adjournment**

The meeting adjourned at 5:36 pm.