



MINUTES

WATERFRONT DEVELOPMENT CORPORATION Board of Directors Meeting June 24, 2020

Members Present

Robert Banks
Ollie Barber
Terri Connolly
Susan Moss
Ted Nixon
Nicole Walton
Frank Ward
Jaleigh White

Others Present

Lindy Casebier
Tim Mulloy
Mary Ellen Wiederwohl

Members Absent

Sam Aguiar
Greg Fischer
David James
Chris Jones
Carmen Miller
Frank Ward
Gerina Whethers
Jaleigh White

Staff Present

Deborah Bilitski
David Karem
Cordell Lawrence
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 June 24, 2020. The meeting was held via WebEx.

Chair Moss praised the Waterfront Park staff for their hard work and dedication through the pandemic. She also recognized Marlene Grissom's recent retirement from WDC. Deborah Bilitski also commended the team and Board for their work throughout these difficult times. She also mentioned that Waterfront Park remains an important community amenity.

Approval of the Minutes

The minutes from the February 26 and April 14, 2020 Board meetings were approved.

Items in Board Packet:

- Financial projections
- Letter from Joe's Crab Shack re: rent
- WRO information for LCFC Practice Facility

Executive Director's Report:

Financials

Cordell Lawrence gave a financial projection for the end of the fiscal year. Impacts of Covid-19 are shown in lower revenue from events, Waterfront Wednesday, and other revenue, resulting in a \$259,000 overall shortfall. Deborah mentioned without Covid-19 cancellations, WDC was on track to exceed budgeted revenue expectations. Staff is optimistic event revenue will recover in 2021. A shortfall is also anticipated for 2021 due to event cancellations.

Waterfront Park Foundation

Cordell Lawrence gave an update on the Waterfront Park Foundation. An RFP has been undertaken for management of the Foundation, which has been awarded to Suntrust/ Truist. Ollie Barber asked if WDC was successful in securing funds through the Payroll Protection Program. Unfortunately WDC was not eligible to apply.

WRO: LCFC Practice Facility

David Karem presented the WRO Permit request for the Louisville City Football Club practice facility. Staff recommends approval. The permit was unanimously approved.

David K. Karem Building
129 River Road
Louisville, KY 40202

Friends of the Waterfront

Nicole Walton gave a report on behalf of Friends of the Waterfront. FOTW is moving forward with their strategic planning and streamlined aligned with WDC missions.

Development/ Fundraising

Ashley Smith gave an update on development. The new branding and website have launched, along with opportunities for the community to donate or support Waterfront Park. The pandemic has ended ways we can communicate with donors in person, but has also offered the opportunity to produce digital products that helped grow our social media platforms, such as the Juneteenth Jubilee video series and Waterfront Park workouts. While the Four Courses on the Big Four was postponed, we were able to retain that sponsorship revenue. Waterfront Park will also participate in Give for Good again this year.

Events

Catie Nelson gave an update on events at Waterfront Park. There were no events in Waterfront Park March – July. There are many holds on the calendar for events in the Fall, pending the pandemic. Several pop-up events have occurred recently and the park has been very busy with park users. Recently released guidelines from Governor Beshear should pave the way for events in the coming months, although at reduced capacity. Staff does look to the State to provide guidelines for event production and rules regarding gatherings.

Maintenance Report

Gary Pepper gave an update on park maintenance. The park has been extremely busy but staff is keeping up and the park is in good order. Gary also discussed new vendors in the park. Verizon is almost complete with the 5G installation throughout the park and T-Mobile has a permanent installation on the roof of the office building. Boat slips are available for seasonal rental at the Amphitheater Docks.

Operations

Kelley Runyon gave an update on park operations. Comfy Cow Ice Cream is also vending in the park at the Big Four Bridge. A rotating cast of food trucks is scheduled to vend along River Road as their schedules permit. We also have an agreement with Ovrdrive to bring their mobile ax throwing trailer to Waterfront Park. Recently she has been working with the scooter operating companies to install parking for electric scooters to keep them better contained. She also mentioned getting an email from the Highline Park asking about our donation boxes.

Belle of Louisville

Krista Snider gave an update for the Belle of Louisville Riverboats. The Belle has reopened with a limited cruise schedule. The Belle has also launched a new brand and website this month with an improved reservation process.

The Metro budget expected to be approved tomorrow includes operation and dry dock funding for Fiscal Year 2021.

Other Business

Deborah mentioned work is being done at the restaurant building ahead of the opening of the 1201 Café. A yogurt machine is also planned for the lower level of the building.

Pursuant to KRS 61.810, the Board entered closed session at 4:58pm to discuss real estate actions.

No formal vote or action were taken and the Board resumed open session at 5:11pm.

Adjournment

The meeting adjourned at 5:11pm.