



MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Annual Board of Directors Meeting

October 28, 2020

Members Present

Ollie Barber
Marianne Butler
Terri Connolly
David James
Chris Jones
Susan Moss
Ted Nixon
Kerry Stemler
Nicole Walton
Gerina Whethers

Members Absent

Sam Aguiar
Marianne Butler
Greg Fischer
Jerilan Greene
Frank Ward
Jaleigh White

Others Present

Genevieve First
Jennifer French
Andy Knight
Bill Meyer
David Nichols
Mary Ellen Wiederwohl

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 Board Chair Chris Jones at 4:00p.m. on October 28, 2020. The meeting was held via WebEx.

Approval of the Minutes

The minutes from the August 26, 2020 Board meeting were approved.

Items in the Board Packet:

- Quarter 1 Financials FY2021
- PlayWorks at Waterfront Park

Election of Officers

Susan Moss was nominated to serve as Vice Chair, Kerry Stemler was nominated as Treasurer, and Nicole Walton was nominated as Secretary. All three were elected unanimously.

Executive Director's Report:

FYE2020 Audit Report

Bill Meyer gave a report regarding the FYE2020 financial audit. The audit went well, and the firm presented a clean audit opinion. Key points include: rental and event income were down, receipts from Louisville Metro Government were down, and expenditures were down for FY2020. The Covid-19 pandemic certainly introduced some challenges for the year's operating budget.

Financials

Cordell Lawrence gave the financial report for the first quarter of FY2021. He presented variances from the income statement and balance sheet. The next financial report will be presented at the February 2021 Board meeting.

PlayWorks at Waterfront Park Phase IV Update

Andy Knight from MKSK gave an update on the progress of the schematic design for PlayWorks at Waterfront Park in Phase IV. The final design phase is upcoming in a few months. The site is influenced by the history of steel foundries, railroads, and river traffic which historically operated in the area. The new MSD pump house is also on the site. An extension of River Road to connect the current phases of Waterfront Park to Phase IV and the PlayWorks site is also part of this project. The design has been created after a public engagement process, as well as input from industry consultants and leadership of the Kentucky Science Center. The experiential learning area will be broken into thematic sections: the River, the Big Dig, and the Overlook. Salvaged materials and industrial components will be reconfigured to be safe for play

activities. It is also being designed with accessibility in mind. Virtual community engagement will provide input and feedback on this plan.

Development/ Fundraising

Ashley Smith gave an update on development. Ashley thanked the Board for their help with the Give for Good and Marshall Family Foundation challenge grant campaigns. The Give for Good campaign resulted in 193 donors and close to \$40,000 raised. Staff would like to solicit feedback from the Board on the Give for Good process. It is poised to be a major component of fundraising going forward. Networking by staff, the Board, and Friends of the Waterfront was a key piece of this effort. Additional pledges have raised a total of \$252,000 through the challenge grant. Staff is organizing a quarterly fundraising plan as well as a membership campaign.

Friends of the Waterfront

Nicole Walton mentioned that Friends of the Waterfront welcome Board members to join one of four work groups hosted by Friends of the Waterfront to move their mission forward.

Events

Catie Nelson gave an update on events at Waterfront Park. There are no events for the remainder of 2020 but one Christmas tree vendor will return. There are several holds on the calendar events in 2021 and event producers are working on ways to host safe and socially distanced events.

Operations

Kelley Runyon gave an update on park operations. Due to increased usage of the Big Four Bridge, both Wheel Fun Rentals and Big Four Concessions experienced successful seasons this year. We are looking forward to expanding the vendor program in 2021.

Park Maintenance

Alex Laughlin gave an update on park maintenance. All the water feature lighting has been replaced and upgraded to LED. Encore Dredging is dredging the Harbor Lawn docks, removing excess mud and debris. Staff has been removing ash trees along River Road due to damage by the emerald ash borer. Those trees will be replaced later in the fall. Waterfront Park is also utilizing Block by Block's services through CARES Act funding grant. They are performing additional safety and cleaning efforts throughout the park.

Belle of Louisville Riverboats

Krista Snider gave an update for the Belle of Louisville Riverboats. The Belle of Louisville made it safely to the shipyard in Ohio for the 5-year Coast Guard inspection. The hull is in excellent condition. The Belle is expected to remain in the shipyard for 5 to 6 weeks. Both boats have cruised since mid-June with around 11,000 passengers on 80-90 cruises. Covid safety practices

are in place. Specialty cruises were especially popular. They are in the process of forming a non-profit called Friends of the Belle. A membership program is also underway.

Open Discussion on Revenue Generation

Chris Jones has asked for this item to be a standing topic of discussion on the agenda. Due to the loss of revenue from loss of events, he is asking the Board and staff to be creative in revenue generation. Waterfront Park is shifting to more donations and giving, as well as virtual fundraising ideas. Please forward ideas to the staff for discussion at the next meeting. All ideas are welcome.

Adjournment

The meeting adjourned at 5:01 p.m.