



MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Annual Board of Directors Meeting

December 2, 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

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 4:04p.m. on December 2, 2020. The meeting was held via WebEx.

Chair Jones commended staff for their work in keeping Waterfront Park going throughout 2020 and its difficulties.

Approval of the Minutes

The minutes from the October 28, 2020 Board meeting were approved.

Executive Director's Report:

Waterfront Park Foundation

Cordell Lawrence gave an update regarding the Waterfront Park Foundation. Cordell requested the Board to approve a grant request to the Waterfront Park Foundation for \$300,000 to go toward capital needs for Waterfront Park; repairs and maintenance, horticulture supplies, equipment and automotive expenses, and irrigation repair supplies. Mayor Fischer asked for the balance of the Foundation, which is \$16 – 16.5 million.

A motion was made and seconded to send the request to the Foundation. The motion passed unanimously.

The next financial report will be presented at the February 24, 2021 meeting.

Phase IV Update

Deborah Bilitski gave an update on Waterfront Park Phase IV. Behind the scenes work has been ongoing to plan PlayWorks at Waterfront Park, utilizing grant funds from the Norton and Gheens Foundations. A virtual community engagement activity is planned to launch within a week or so. A dedicated website has been created with information about the PlayWorks design and will ask for community feedback via a questionnaire.

Deborah also shared a walkshed map outlining areas of Louisville that are within a 10- and 15-minute walk from Phase IV.

PlayWorks is budgeted to be a \$12 million project, so staff is working to raise this amount as well as a remainder to be utilized as a maintenance endowment. Phase IV will cost \$45 million in total. PlayWorks includes the experiential learning area along with upfront infrastructure needed for the remaining park area.

Development/ Fundraising

Ashley Smith gave an update on development and a recap of fundraising for 2020. Efforts pivoted due to the pandemic to a philanthropy focus. The goal was to raise \$335,000 and \$258,000 has been raised toward that goal thus far. The focus now turns to end of year giving to help close the gap from the loss of event revenue, which is expected to continue into the first half of 2021. She is working on quarterly fundraising campaigns for 2021, including a membership drive.

Chair Jones pointed out that until this year, there was no development arm to Waterfront Park, which is now evolving into a sustainable funding source.

Friends of the Waterfront

Nicole Walton gave an update on behalf of Friends of the Waterfront. Joshua Watkins and David Nichols will continue with FOTW as President and Vice President, respectively. The next year will be crucial for FOTW to build partnerships between them, the WDC Board, and WDC staff.

Events

Catie Nelson gave an update on events at Waterfront Park. Staff is looking forward to bringing events into the park in 2021, holding several dates for potential events, which will shift production to comply with Covid-19 restrictions. WDC staff is planning to execute Waterfront Wednesday, pop up food truck concepts, a July 4th event, and the Juneteenth Jubilee.

Operations

Kelley Runyon gave an update on park operations. Staff is continuing to implement and reinforce Covid-19 safety precautions. Office staff is on a rotating schedule in the office and maintenance staff is following social distancing and mask wearing measures. We are also working on FY22 budget development, redesigning the donation boxes with new brand messaging, and continuing to work internally to streamline processes. For next season, we are working to expand the food vendor program in the park.

Park Maintenance

Gary Pepper gave an update on park maintenance. Maintenance staff is working on winterizing the park and plumbing. The Great Lawn Harbor has been dredged and repaired. Staff has also been working to keep expenses to a minimum while keeping the park well maintained. Winter projects include completing new signage to match the new branding. The crew continues to maintain perimeter areas of the park. He also offered to any Board members a tour of the park if they are interested.

Belle of Louisville Riverboats

Krista Snider gave an update for the Belle of Louisville Riverboats. The last cruise of the season was November 14 on the Mary M. Miller. The remainder of the season was cancelled due to the latest Covid-19 restrictions. Staff has launched a membership program this year, as well as an online gift shop and functionality to donate to the Belle of Louisville. About \$5,000 was raised over the last week of promotions, such as Giving Tuesday and Small Business Saturday. IRS filings have been completed for a Friends of the Belle non-profit organization. Unfortunately, about one third of the Belle's staff will be furloughed or partially furloughed as a result of the pandemic difficulties. The Belle of Louisville has had a smooth visit in the shipyard; the hull is in excellent shape and the Belle is overall in great shape. She should be back to Louisville from the shipyard next week.

Open Discussion on Revenue Generation

Chair Jones opened a discussion regarding revenue generation. He gave a background on WDC's funding mechanisms over time. He would like staff and Board members to send ideas for new revenue streams or improvement on existing programs.

Ashley Smith gave a report on a new idea she received. A Revenue Generation work group is being created, including members of Friends of the Waterfront and WDC Board members. This group will meet monthly to work exclusively on fundraising for Waterfront Park operations, Phase IV, and any other park needs. Chris Jones and Terri Connolly have volunteered to join.

Adjournment

The meeting adjourned at 4:55 p.m.