Waterfront Park

MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Annual Board of Directors Meeting

April 28, 2021

Members Present

Ollie Barber
Marianne Butler
Chris Jones
Susan Moss
Ted Nixon
Nicole Walton

Members Absent

Sam Aguiar
Terri Connolly
Greg Fischer
David James
Kerry Stemler
Frank Ward
Gerina Whethers

Others Present

David Nichols

Staff Present

David Karem
Cordell Lawrence
Catie Nelson
Gary Pepper
Kelley Runyon
Ashley Smith

Waterfront Park

Call to Order

The meeting was called to order by Board Chair Chris Jones at 4:03p.m. on April 28, 2021. The meeting was held via WebEx.

Approval of the Minutes

As there was not a quorum, a vote was not taken to approve the minutes. They will be approved in the June meeting.

Executive Director's Report:

Financials

Cordell Lawrence presented the financials for the third quarter of FY2021 and explained the year over year variances. He also described year over year variances to the balance sheet. He went on to explain the end of fiscal year projections. The next quarterly financial reports will be presented at the August meeting.

Phase IV Update

Ashley Smith spoke about the public engagement survey for Phase IV. The survey was completed by 977 people in all Jefferson County zip codes, excluding the airport zip code. The project is widely supported by those who responded. Great feedback was captured, which has been passed on to the designers.

Development/ Fundraising

Ashley Smith gave an update on development and fundraising. This year $356,000 has been raised. The presales for Live on the Lawn translated into about 40 new Waterfront Park members. A Spring membership drive will take place this summer.

Friends of the Waterfront

Nicole Walton had no new updates on behalf of Friends of the Waterfront.

Events

Catie Nelson gave an update on events at Waterfront Park. Events are back to Waterfront park. The Live on the Lawn concert series was recently announced by Danny Wimmer presents, which will bring 12-15 concerts to the Great Lawn this year. Food truck concept events launched this month – Fridays at the Front and Brunch by the Bridge. These will take place once a month April – August. The next will take place April 14 and 16. Catie has also been working with event producers to get their events on the calendar.

Operations

Kelley Runyon gave an update on park operations. New and existing vendors are beginning their operations for the season and are looking forward to a more normal year.

Park Maintenance

Gary Pepper gave an update on park maintenance. The season is off to a great start with our small but mighty crew. The park is in great shape, along with the Big Four Bridge lights. Staff met with LMPD today to discuss a continuing partnership between the park and LMPD, especially as a way for LMPD to showcase equipment and the horse patrol to interact in a positive way with the public.

Belle of Louisville Riverboats

David Karem gave an update for the Belle of Louisville on behalf of Krista Snider, who is involved with the Great Steamboat Race. The passenger vessel industry was hit hard during the pandemic with losses of 80-90%. The Belle was no exception. Krista and Deborah approached Metro Council with a plan for emergency funding for this fiscal year and a 5 year plan to show how the Belle can become nearly self-sustaining. Metro Council approved "emergency funding" for the current fiscal year for approximately $1,250,000 to keep the operation going. Metro Council is supportive of funding for future years based on this plan. The mayor included $975,000 for Belle of Louisville Riverboats in his FY 2022 budget. Great news to pass along on the same day as the Great Steamboat Race.

Open Discussion on Revenue Generation

Chris has asked for any board and staff members to bring creative ideas for revenue generation to the table. We are always looking for new ways to support Waterfront Park. Momentum is building for the Phase IV fundraising campaign. Thanks to Ted Nixon and Ashley Smith for their work on the campaign.

Adjournment

The meeting adjourned at 4:40 p.m.