



MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Board of Directors Meeting

October 27, 2021

Members Present

Marianne Butler
Terri Connolly
Katy Delahanty
Kevin Fields
Chris Jones
Troy Miles
Susan Moss
Ted Nixon
Kerry Stemler
Nicole Walton
Gerina Whethers

Members Absent

Sam Aguiar
Ollie Barber
Greg Fischer
David James

Others Present

Jennifer French
Bill Meyer
David Nichols
Jeff O'Brien

Staff Present

Deborah Bilitski
David Karem
Alex Laughlin
Cordell Lawrence
Catie Nelson
Kelley Runyon
Ashley Smith



Call to Order

The meeting was called to order by Board Chair Chris Jones at 4:03p.m. on October 27, 2021. The meeting was held via WebEx.

Approval of the Minutes

Minutes for the August 25 and September 8, 2021 meetings were approved.

Executive Director's Report:

FY2021 Audit Report

Bill Meyer and Jennifer French, from Strothman & Co., presented highlights from the FY2021 financial audit report. The audit resulted in a clean opinion. The Board voted to accept the audit as presented.

Finance

Cordell Lawrence presented the first quarter financials for FY2022 and discussed any significant variances. While there is room for growth to return to pre-Covid pandemic revenue levels, WDC is in a good financial position.

Park Maintenance

Alex Laughlin gave an update on park maintenance. Fall park maintenance is underway, which includes planting approximately 80 trees and cutting back other plants in the park. Deborah praised the maintenance crew for their outstanding work.

Events

Catie Nelson gave an update on Waterfront Park events. The autumn was a busy event season. Christmas Tree Lane will return to Witherspoon Street this year on November 20. The Venardos Circus will also return this December to the Big Four Lawn area. The 2022 event calendar is filling up quickly.

Belle of Louisville Riverboats

Krista Snider gave an update for Belle of Louisville Riverboats. Passenger numbers in July were 20% higher compared to 2019, however increased Covid rates resulted in capacity reductions on both vessels. A 10-day shutdown due to Covid staff quarantines also impacted the season. Many of the specialty cruises have sold out and created positive publicity. The Friends of the Belle 501(c)3 was created this year and is an end of year giving campaign is underway. New cruise themes are in the planning stages for 2022. The Belle of Louisville celebrated her 107th birthday last week and the Belle was also featured as a clue on Jeopardy.

Phase IV Update

Deborah Bilitski and Ted Nixon gave an update on fundraising progress for Phase IV. Meetings are taking place with prospective donors and significant progress is being made on the funds required to match funding from Louisville Metro Government for park construction.

Development/ Fundraising

Ashley Smith gave an update on development and fundraising. The recent Give for Good fundraising campaign was very successful, exceeding the goal of \$50,000 raised. There is room for growth in coming years. Every WDC staff member donated through the campaign.

An anonymous donor has offered a challenge grant to encourage 100% of Board members to donate to Waterfront Park, in any dollar amount. To date pledges and donations from Board members equal \$11,700.

Currently plans are underway for end of year fundraising.

Friends of the Waterfront

Nicole Walton gave an update for Friends of the Waterfront. Elections are coming up for officers for FOTW; the terms are ending for President Joshua Watkins and Vice-President David Nichols. FOTW is also interested in adding more members to the Board. Please reach out to Nicole or Joshua if you know someone who would be interested.

Deborah also updated the Board on the status of the effort to hire into a newly created position that is co-funded by FOTW.

Open Discussion on Revenue Generation

Chris Jones reminded the Board that ideas are welcome for new ways to bring revenue to Waterfront Park.

Ashley updated the Board on partnerships with the Ohio River group and the Kentucky Division of Water.

The next Board meeting is December 1 and hopefully will take place in person.

Adjournment

The meeting adjourned at 5:04 p.m.