



MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Board of Directors Meeting

June 22, 2022

Members Present

Chris Jones
Kerry Stemler
Nicole Walton
Marianne Butler (via conference call)
Terri Connolly
Kevin Fields
David James
Ted Nixon

Members Absent

Susan Moss
Oliver Barber
Katy Delahanty
Mayor Greg Fischer
Troy Miles
Gerina Whethers

Others Present

Jeff O'Brien

Staff Present

Deborah Bilitski
David Karem
Cordell Lawrence
Gary Pepper
Ashley Smith
Catie Nelson
Emily Clayton
Krista Snider



Call to Order

The meeting was called to order by Board Chair Chris Jones at 4:04 p.m. on June 22, 2022. The meeting was held at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

Approval of the Minutes

Minutes for the April 27, 2022 meetings were approved.

Open Discussion:

Board Chair, Chris Jones discussed successes and challenges since our last board meeting. Waterfront Park's budget has been in the black as public events have returned. Over the previous weekend Waterfront Park hosted three different events: Funk Fest, Pride Festival and Juneteenth on the Belvedere. The park was packed, and the events were successful thanks to the support of staff.

When discussing challenges, Chris mentioned that Nicole Walton will roll off the board and a new mayoral appointment will be made for her replacement. Chris also discussed the recent shooting that took place at the park on Saturday, June 11th that involved youth. Staff and board members have been in constant communication with LMPD to work on ways to reduce the likelihood of this happening again.

Executive Director's Report:

Deborah Bilitski gave the following updates: Following the recent shooting at the park, we are most grateful to our board members that reached out to express support and advice as we work closely with LMPD to remedy the situation and prevent this from happening again. LMPD is working to fill vacant positions and have reassigned officers to our district to provide additional security measures during busy park hours and enforcing our 11 pm closing time. Maintenance staff have installed temporary flood lights in the busiest park areas to improve safety and reduce criminal behavior. Gary Pepper is working up a plan for permanent lighting. We have private security that we pay to work after the maintenance crew goes home and we have regular communication with them. All events at the park must have security plans that are reviewed by LMPD. Our staff continues to look at solutions to improve safety and security at the park.

Metro Council President, David James, remarked on the status of LMPD and lack of new applicants to become officers. Recruitment classes are low and LMPD is working to encourage retirees and transfers to return.

Financials

Cordell Lawrence presented end of year projections, which the final version will be presented at the August board meeting. The year-to-date actual was not yet updated for the end of the fiscal year since there will be events leading up to 6/30/2022. The budget variance is under about \$480,000 in revenue but we offset this by being conservative and holding back on expenses including deferred maintenance. This year came back quite strong in event and rental revenue post pandemic and looking forward to next year being even better in these respects. We submitted our budget to Metro Council for approval and although we didn't receive our full request, we did receive \$180,000 more than we've had for the previous three fiscal years which provided raises for our lowest paid employees. This year we budgeted for \$2.7 million to account for inflation with a 5% adjustment on salaries and benefits. With regards to fundraising/donations we projected \$60,000 and created a new General Ledger line item of Communications & Marketing for \$60,000 as well.

Kevin Fields asked about public safety and what's included in our budget to address security at the park. Waterfront Park has a contract with DRH Security that operates at night patrolling the park and has contacts with LMPD if assistance is needed. There may be a need to increase security services if LMPD cannot provide adequate support.

Phase IV Update

Deborah Bilitski gave an update on Waterfront Park Phase IV. The capital campaign has raised \$22 million and Metro Council will vote on the FY 2023 budget. Within our request is a \$4 million additional capital appropriation for Phase 4 which requires a million for million match, would bring us to \$26 million. We're still on track to have a groundbreaking later this year. We're staying in touch with MSD whose finishing up their work on the Phase 4 site and we're putting together bid packages for the project.

Deborah presented the updated renderings of design including the Bouy Tender area within The River section of PlayWorks which includes a real crane that will be rehabbed as well as shipping containers and excavators to encourage kids to "make fun out of work".

The capital campaign requires lots of coordination with prospective donors, handling the River Road extension and delayed construction. Deborah continues to work with Metro's Community Services office to address the homeless encampment at the Phase IV site to provide services and relocate residents to care facilities. Deborah will give an update on the River Road extension at the next board meeting.

Belle of Louisville Riverboats

Krista Snider gave an update for the Belle of Louisville Riverboats; notes are attached to these minutes.

Development/ Fundraising

Ashley Smith gave an update on development and fundraising. We are \$6,000 away from reaching our goal of raising \$25,000 in matching funds through the Anonymous Board Challenge which includes staff donations as well. This challenge grant has garnered 100% participation of board and staff which is a great metric to include in grant requests.

We just finished a successful spring mailing which included an insert with a list of special events happening at the park. The mailing resulted in many lapsed donors renewing their membership. We're gearing up for many exciting events and members receive exclusive offers to receive discounts and opportunities to win tickets to some of our most popular events. September 15th is Give for Good Louisville, we are registered and preparing for another campaign.

Events

Catie Nelson gave an update on events. The Derby Festival's Chow Wagon returned this year, we hosted several charity walks and had a great turnout for our International Food Truck Festival in May. Forecastle moved to Memorial Day weekend and this proved to be a successful change as the festival brought in 22,000 people a day for the 3-day event. We signed an agreement with Forecastle for four more years. Coming up we have My Morning Jacket returning to the Great Lawn for a hometown concert in June. Waterfront Wednesdays will continue the last Wednesday of each month through September. Our major community event, the Waterfront Park Fourth of July will return this year with the Catfish Louie Kids Area and VIP Hospitality Area that all board members are encouraged to attend. In November, Waterfront Park will host a new exciting event, Bourbon & Barbeque Louisville, which will be on the Big Four Lawn and Swing Garden areas. This will be a ticketed event featuring bourbon distiller matchups with local BBQ pitmasters.

Park Maintenance

Gary Pepper gave an update on park maintenance. The crew has been busy to maintain the park in between the consistent schedule of major events. The focus is to get the grounds ready for the upcoming Fourth of July event.

Friends of the Waterfront

Nicole Walton gave an update for Friends of Waterfront Park. The Friends board continues to volunteer at each Waterfront Wednesday and this year's Fourth of July event giving away freebies and information on the park. Friends is excited to welcome back mascot, Catfish Louie, to the Kids Area, putt putt and art projects. In lieu of having the Silver Anchor Awards this year the board will launch the Hot Brown Showdown fundraising event. The event will invite local

restaurants to compete making the signature dish and attendees will be able to enjoy 2-ounce servings from each competitor. This event is scheduled to happen in late October.

Closed Session

Pursuant to KRS 61.810 (b) and (c), the Board entered closed session at 5:10 p.m. to discuss real estate actions.

No formal vote or action was taken, and the Board resumed open session at 5:25 p.m.

Adjournment

The meeting adjourned at 5:26 p.m.

Belle of Louisville Board Meeting Report:

- So far in 2022, we're on track to double attendance compared to 2019, with more locals coming back to the boats
- Journey to Freedom cruises this month, as part of the (Un)Known Project are going well so far, gotten a lot of interest in local media and on social media
- Kids Cruises are underway for the summer. We're partnering with other cultural organizations, including the Frazier Museum, Stage One and Rhythm Science Sound, for programming on our Hometown History and Hometown Music cruises.
- We're participating the Cultural Pass program again this season.
- Our Master Captain Mark Doty will be out on medical leave starting mid-July