



MINUTES

WATERFRONT DEVELOPMENT CORPORATION

Board of Directors Meeting

February 22, 2023

Members Present

Inga Arvin
Oliver Barber
Marianne Butler - Virtual
Terri Connolly
Kevin Fields
Mayor Craig Greenberg
Susan Moss
Kerry Stemler
Purna Veer
Joshua Watkins
Secretary Gerina Whethers
Markus Winkler - Virtual

Members Absent

Chris Jones
Troy Miles
Ted Nixon

Staff Present

DJ Beller
Deborah Bilitski
Emily Clayton
David Karem
Alex Laughlin
Cordell Lawrence
Catie Nelson
Gary Pepper
Kelley Runyon
Ashley Smith
Krista Snider

Call to Order

The meeting was called to order by Board Vice Chair Susan Moss at 4:00 p.m. on February 22, 2023. The meeting was held at Waterfront Development Corporation, 129 River Road, Louisville, Kentucky.

Approval of the Minutes

Minutes for the December 7, 2022 meeting were approved.

Executive Director's Report:

Deborah Bilitski welcomed new board members.

Waterfront Park was nominated again to compete in the 10Best Riverwalks and placed 3rd

We would like to quantify the amount of traffic Waterfront Park receives from participation to gauge if we will continue to focus our efforts on the competition if nominated again next year.

Financials

Cordell Lawrence provided a thorough budget report including year over year actual results in which Waterfront Park has a conservative budget, the team is understaffed and deferring much needed park maintenance. Our annual budget request has been submitted to Metro Government and the park looks forward to the opening of Pig Beach BBQ in the vacant restaurant building later this spring.

Phase IV Update

Deborah reported out the progress and presentation of Playport signage that was submitted through ARPA's early childhood grant funding request and PNC's Grow Up Great grant. We are hopeful to receive support from both sources.

Construction has been permitted and continuing to move forward on Phase IV development.

Kevin Fields assisted Deborah in the release of the RFP for West End Phase IV Engagement and have selected a candidate to begin a one-year contract for the project. Johnetta Roberts was selected and will first meet with staff and board to begin strategizing engagement planning.

Development/ Fundraising

Ashley Smith gave an update on development and fundraising. Waterfront Park is \$110,460 away from the annual operating goal of \$300,000 which needs to be reached by the end of the fiscal year. Ashley reviewed the status of the ongoing Board Member Challenge Grant of \$25,000; we still have \$10,467 to raise by June 30, 2023 and 100% of Board Members must participate to receive matching funds. Our donor has agreed to match Waterfront Park staff giving as well.

Ashley also introduced the board to the Waterfront WOW campaign program to raise operation funds in celebration of the Big Four Bridge's 10th Birthday. The campaign will include a fitness challenge and sponsorship opportunities.

Events

Catie Nelson gave an update on events as the park plans for the upcoming season. We look forward to welcoming back the Kentucky Derby Festival events, Bark & Brunch by the Bridge, Waterfront Park Fourth of July with the Louisville Orchestra, and Waterfront Wednesday concert series.

Funk Fest will be a two-day event this year and will return in June. The Wine & Food Festival has relocated to Waterfront Park and has chosen Friends of Waterfront Park as the nonprofit beneficiary.

Park Maintenance

Gary Pepper gave an update on park maintenance and planning for warmer months ahead. The team has wrapped up their improvements to the landscape around the Flock of Finns area and restroom renovations. There will be no RV lot at Thunder and Gary is selling strips of grass for the event day. We have increased rental fees for boat slips and have secured a donor to pay us a lump sum and manage individual slip usage for Thunder. Boat slip rentals go toward our annual dredging budget.

Belle of Louisville Riverboats

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

Friends of the Waterfront

Joshua Watkins gave an update for Friends of Waterfront Park. The Friends board has voted in a new slate of executive officers and has begun planning for the Hot Brown Showdown. Friends has agreed to be the beneficiary to the Wine & Food Festival that will happen at Waterfront Park this August. The agreement to receive support is to provide volunteers for the event and assist the event in securing their ABC license.

Adjournment

The meeting adjourned at 5:14 p.m.

Belle of Louisville Report:

- The Valentines Voyage has sold out.
 - The Belle has a new ticketing system.
 - Two of permanent crew members were recognized by Fire Department at their annual awards banquet this past weekend. Two Citizen Awards were presented to Edward Tanner and Stephen Settles for risking their lives saving a victim during a potential drowning incident on the Ohio River.

- Metro Council outreach has started.
 - In addition to the operating subsidy request, the Belle made a FY24 capital request of \$1.2 million is for two projects that are not elective or optional.
 - Mary M. Miller's U.S. Coast Guard-required drydocking is due. Cannot operate without going to shipyard for hull inspection. (\$550,000). *The Mary makes a profit, so it's important to keep her in good shape!*
 - Urgent restoration projects onboard the Mayor Andrew Broaddus, i.e. literal hole in the hull, sewage system that doesn't meet today's standards, leaking roof, etc. (\$475,000)

- Prepping for 2023 season:
 - Have started our hiring efforts
 - All field trip cruises have sold out
 - new cruise types this year include:
 - Murder Mystery
 - Eat, Drink & Discover
 - More narrated cruises
 - More kids cruises

- The team is prepping for Belle's 110th anniversary next year.
- The Friends of the Belle Board and lead staff have been working on a strategic plan and fundraising framework.