Meeting Minutes
Louisville Downtown Management District
Board of Directors Meeting
CBRE Conference Room, 15th Floor, 500 W Jefferson St.
February 20, 2018
9:00 AM – 10:00 AM

Board Members in Attendance:
• John Ford
• Paul Ford
• Mariah Gratz
• Robbin Hansen
• Ken Haskins

• Ron Heady
• Stan Moore
• Shane Moseley
• Penny Peavler
• Barbara Sexton Smith

LDP Staff Members in Attendance:
• Jim Baines
• Debra Byrd
• Ken Herndon

• Frank Kalmbach
• Rebecca Matheny

Meeting was called to order by Chairman Mariah Gratz at 9:05 AM. The Chairman welcomed members to the first board meeting for the new year.

Meeting minutes for the December 13, 2017 Joint DDC/LDMD Board of Directors meeting will be presented at the next board meeting due to lack of quorum.

2018 Slate of Officers
Officers for approval by the board are presented as:

• Chairman Mariah Gratz for a second term
• Mr. Shane Moseley for Vice Chair

An opening is available for Secretary/Treasurer due to the resignation of Mr. Ed Hartless.

This slate of officers will be presented at the next meeting for approval by the board.

Members were asked to forward any Metro notices about their board membership to Ms. Debra Byrd or Ms. Rebecca Matheny.
Financial Report – 2017 Year End Provisional/Unaudited
Mr. Frank Kalmbach presented the provisional/unaudited financials for 2017. The total budget variance at the end of the year is under budget by $2,500. Revenue is favorable by $102,000 due to Second Street Median Project sponsorships, Alley Gallery sponsorships, Banner and Event income, BID Consulting income and additional Assessment revenue. These were partially offset by revenue shortfalls in Beautification sponsorships, Friday Hop sponsorships, Cornerstone sponsorships and Contract for Services.

BID Operations are over budget by ($72,700) primarily due to the Block by Block budget error, under budgeted Streetscape Maintenance and Alley Gallery expenses. These were partially offset by lower than budgeted Equipment & Supplies, Beautification expenses and changes due to the new Management Agreement.

Total budget variance is favorable at $2,500 pre-audit. One item that will impact this amount is a decision by the Executive Committee to transfer Alley Gallery funds that are in excess of expenses to the Louisville Civic Ventures. This will allow this money to be available for any maintenance that is required for that program.

Chairman Gratz reminded members that Louisville Civic Ventures (LCV) is the nonprofit arm of LDMD. Donated monies cannot be retained by LDMD so those funds are transferred to LCV. It was noted the auditors roll Louisville Civic Ventures into LDMD’s books. This will result in restricted funds being shown as retained earnings. We will continue to treat these as separate entities to account for the restricted funds.

Mr. Kalmbach reviewed an item on the Balance Sheet for the committee. He noted that there is $347,000 in Accounts Receivable and $393,000 in Accounts Payable. This is due to transfers between DDC and LDMD for the new Management Agreement. These are primarily offsetting but it is important for the committee to know why this large liability exists.

Introduction to New Operations Manager – George Grenon
Mr. Kalmbach introduced Mr. George Grenon. He will be managing the Ambassadors. He will bring some strategic thought to the position. In addition, Mr. Lazarus Richardson was promoted to Operations Supervisor. He will handle day to day operations on the street.

BID Expansion Update
Ms. Matheny reported that we have been asked by KYTC to revise our air rights application. We are hoping to have Wayside retract their application for air rights because KYTC decided to make the process a first come first service process.
The board may be asked to help with this. Property owners should have input in this process.

**Mayor’s Task Force on Homeless**
This program is focused on a human approach. There is an ordinance pending from Councilman Hollander that will rescind the panhandling ordinance.

Councilwoman Barbara Sexton Smith discussed with the board about the compassionate care that has been ongoing with these camps. There is a 21 day notice that is given that allows services to be provided during this time. Phoenix Family Health Center and St Johns Day are close to this operation.

**Panhandling Campaign**
Ms. Matheny noted the best way to stop panhandling is to stop giving them money. We are working with the ACLU and other partners to create an education campaign. There are alternatives for donating money to help these people.

**Special Projects Update**
Mr. Ken Herndon presented an overview of the projects he has been working on for the past year. All are self-funded or funded outside of the assessment dollars. The flower pot program is the best known project. The Alley Gallery project is underway with almost 100 doors completed. Street sign replacement project is also underway and currently Mr. Herndon is also working on a movable street sign forest.

**Executive Director Report**
Ms. Matheny reported on the following updates:
- Third street two way conversion is underway
  - Blocks adjacent to the Omni will be first
  - After Derby the remaining blocks to Broadway will be done
- Downtown Mobility Study
  - Working with KIPDA
  - List of approaches are being considered
  - An implementation plan is underway
  - A presentation will be given at the next meeting
- Board and committee meetings will be on a quarterly basis for this year
  - A new committee, Marketing, Events and Projects committee has been formed
• Bourbon District Phase III
  o What’s next and how to program
  o Signage is in place
  o We are working with Responsible Hospitality Institute and KDA to make the Bourbon District a family friendly destination
  o Water stations will be put in
• Omni hotel will be opening in March
  o Will be a strong partner downtown
• KICC is making great progress and will be open on 8/15/18
• Main Street
  o Steve Poe hotel construction is underway
• Digital Kiosks
  o Will be installed on Fourth Street before Derby
  o Working on content
  o Duke Energy One will be handling the installation
• Bardstown Road BID
  o Working with Nulu Business Association
  o We will discuss at the next board meeting to discuss our potential role
• A paving schedule is pending
  o A lot of work is being done on street corners in advance of the paving work

Other Business
BID Operations have been working under the bridges. It has gone well. No pushback or negative from people using the sidewalks.

Meeting was adjourned at 10:03 AM