

**Executive Committee
Of the
Board of Directors of the
Riverfront Development Corporation
January 9, 2004, 3:00 p.m.**

The regular meeting of the Executive Committee of the Board of Directors of the Riverfront Development Corporation was held on January 9, 2004 at the offices of the Corporation, Falls Building 22 N Front St., Ninth Floor, Memphis, TN.

Directors Present: John Stokes, William Taylor, John Pontius, Sally Thomason, James Hunt, John Farris, Rob Carter and Pete Aviotti. Kristi Jernigan participated via telephone.

Directors Absent: Tom Morgan and Lucia Gilliland

Other Attending: Benny Lendermon, John Conroy, Dorchelle Spence and Brenda Sanford.

1. Call to Order, Roll Call and Approval of Minutes: After noting those Executive Committee members present, Mr. Stokes asked for approval of the December 10, 2003 minutes of the Executive Committee. Mr. Taylor made the motion seconded by Mr. Aviotti that the minutes be approved, which passed unanimously.

2. City Hall Changes: The board generally discussed personnel changes which have taken place in the Herenton Administration and the potential impact on the Corporation. The committee discussed the status of the development contract and the need finalize the contract as soon as possible.

3. Promenade Plan Update: Mr. Lendermon reported that the Promenade Plan has been completed and Cooper Robertson is working on trying to get the draft finalized. He reported that he hoped to have the draft finalized in the next few weeks. Mr. Lendermon then led the discussion regarding a group interested in the development of the riverfront called "Friends of the River." The committee then generally discussed the article which appeared in the *Commercial Appeal* concerning the group's interest in the riverfront. Mr. Lendermon informed the committee that Chairman Stokes and Vice-Chair Jernigan would be meeting with the editor of the *Commercial Appeal* concerning this issue. After lengthy discussion, the committee decided to have further discussions after the meeting with the editorial board of the *Commercial Appeal* and as this matter develops.

4. Mud Island Beautification: The committee then considered a proposal to put the Mud Island logo in concrete edging in the park and fill in the edging with plantings twice a year. Mr. Hunt moved and Ms. Thomason seconded the motion to approve the project and the proposal passed unanimously subject to the approval of the finance committee.

5. Board Survey: Mr. Lendermon updated the committee regarding the response to the board survey. Mr. Lendermon advised the committee that the response from board members to the survey was good and that the board was generally satisfied with the overall progress made during the three year history of the corporation.

6. RTN Contract: Mr. Lendermon briefed the committee on the status on the RTN contract. He advised the committee that the parties had conceptually agreed on the structure of the contract and that he was awaiting comments from New York counsel on the contract. He advised the board that the local design team was being assembled and that he would further advise the board when it was complete.

7. Yacht Club: Mr. Lendermon advised the committee of the status of negotiations with the yacht club and that he was attempting to set up a meeting with them.

Seeing no further business to come forth the Committee, the Chairman adjourned the meeting.

John Farris
Assistant Secretary

**Executive Committee
of the
Board of Directors of the
Riverfront Development Corporation
January 15, 2004 - 3:00 p.m.**

The regular meeting of the Executive Committee of the Board of Directors of the Riverfront Development Corporation was held on January 15, 2004 at the offices of the Corporation, Falls Building, 22 N. Front St., Ninth Floor, Memphis, TN.

Directors Present: John Stokes, Kristi Jernigan, Burnetta Williams, James Hunt, Tom Morgan, Pete Aviotti, John Farris and Sally Thomason.

Directors Absent: Bill Taylor, John Pontius, Lucia Gilliland and Rob Carter.

Others Attending: Benny Lendermon, John Conroy, Dorchelle Spence, Jay Fuller and Brenda Sanford

Call to Order, Roll Call and Approval of Minutes: After noting those Executive Committee members present, Mr. Farris announced that the minutes for the January 5th meeting would be submitted at a later date.

The Promenade: Mr. Lendermon reported that a meeting with Chris Peck, editor of the Commercial Appeal, attended by himself, John Stokes, Kristi Jernigan and Dorchelle Spence went very well. Mr. Peck understands the issue of density, generating people on the streets, along the riverfront and plans for the paper to do a series of pictures in April to help the public understand the Promenade proposal. It was pointed out that the plan would create more green space than there is now and Mr. Stokes asked that staff calculate what would be the specific percentage.

There was discussion of the "Friends of the River" campaign. Realizing that there will always be some opposition to change, it was suggested that the staff locate the previously created plans for the riverfront done by Denise Scott Brown and Mitch and March Hall for comparison to the current plan.

The need for an increased number of presentations to civic groups and corporate lunch gatherings to explain the concept to more people was discussed, with the realization that RDC may need to hire additional staff to coordinate public relations.

Tom Lee Park/Memphis in May: Mr. Lendermon reported that he and Jim Holt, President of Memphis in May, will propose to their respective boards that Civitas, a Denver landscape architecture firm with wide experience with festival parks, be hired to evaluate alternatives for improving the infrastructure of Tom Lee Park to better support Memphis in May activities as well as making the park more usable for year round passive park uses. After evaluation and consideration of alternatives Civitas would develop plans, cost estimates and recommended phasing for infrastructure improvements -- turf

stabilization, subsurface drainage, irrigation, electrical distribution and lighting, enhanced landscaping and improved overlooks. The cost estimate for this initial phase of the project is \$125,000: Civitas fee \$96,000; local survey, civil electrical, geotechnical and engineering work approximately \$30,000. Civitas would start around March 1, and take six to seven months to complete. Memphis in May would be asked to fund 25% of the cost that will require City Council approval. A long term contract with Memphis in May will be tied to a percentage of revenues earned.

Upon completion Civitas' plan and approval by RDC and Memphis in May, a local firm would do the final design for the construction of the project. Although an estimate of \$5,000,000 was given for the total project, Ms. Jernigan cautioned that we should develop a building concept, come up with a needs and opportunities list with recommended alternatives before setting the project budget.

Marina: Mr. Lendermon reported that he and Danny Lemmon met with the executive committee of the Yacht club to consider the issues brought to the last executive committee meeting. A long term contract is constrained by RDC's current contract with the City and the security contract issue may be mute as the whole arrangement will need to be modified when construction on the pier soon begins.

Beale Street Landing: Ms. Jernigan reported that she had a very good meet with the award winning architects when she was in Buenos Aires and that Nisha Powers, Cindy Buchanan and Carissa Hussong have agreed to serve on the Client Committee to oversee the project. They will start meeting in two weeks to establish procedures to monitor the flow of information.

Mr. Lendermon reported that excursion operators from New Orleans, Natchez and Branston, MO had made inquiries and said that it could be advantageous to identify early on the company who will have the daily excursion rights so they would have input into terminal space design. After discussion, Chairman Stokes recommended that RDC conduct an international search for the excursion operator based on established criteria of a proven track record and financial stability. Mr. Morgan seconded the recommendation. Dr. Hunt asked what impact Tunica Landing excursions will have on Beale Street Landing. Mr. Lendermon said that the travel time between the two was so great there will be virtually no impact.

Old Business: Mr. Morgan requested that the executive committee receive an updated time line from Shaw Pittman.

Adjournment: Ms. Jernigans' motion for adjournment, seconded by Mr. Morgan, passed unanimously.

Sally Palmer Thomason
Secretary

**Executive Committee
of the
Board of Directors of the
Riverfront Development Corporation
February 5, 2004 – 9:00 a.m.**

The regular meeting of the Executive Committee of the Board of Directors of the Riverfront Development Corporation was held on February 5, 2004 at the offices of the Corporation, Falls Building, 22 N. Front St., Ninth Floor, Memphis, TN.

Directors Present: John Stokes, Kristi Jernigan, Burnetta Williams (by phone), James Hunt, Tom Morgan, Bill Taylor, Pete Aviotti, John Farris and Sally Thomason.

Directors Absent: John Pontius, Lucia Gilliland and Rob Carter.

Others Attending: Benny Lendermon, John Conroy, Dorchelle Spence, Jay Fuller and Brenda Sanford.

Call to Order, Roll Call and Approval of Minutes: John Stokes, Chairperson, called the meeting to order at 8:40 a.m. Dr. Hunt's motion for the approval of the minutes from the last meeting was unanimously accepted.

Board Retreat: Mr. Lendermon reviewed the agenda for the hour long board meeting followed by the full day retreat to be held the next day (February 6). He stated that the retreat was not designed to focus on specific projects but to have open, frank discussion of problems identified. The media will be at the Board meeting but not at the retreat.

Development Contract: Mr. Farris reported that the City and RDC are close to agreement on the contract with all major issues resolved. Mr. Stokes asked Mr. Aviotti to act as liaison to expedite the process through the City administration.

Promenade Public Process: Ralph Berry of Thompson Baker & Berry Public Relations firm has been hired to advise in weekly sessions with staff on the public relations strategy for the approval of the Promenade. It was agreed that the officers from the Friends of the River Group would be invited to the next Executive Committee meeting to discuss the plans and that a meeting with Jim Williamson, who wrote an op-ed piece in opposition to the plan be arranged. In discussing these meetings, Ms. Jernigan stated that the primary question is "how much park space can we have downtown? What is their vision?" Mr. Morgan requested a brief 3 page summary be prepared with pictures, cost benefits and end benefits of the Promenade project and stressed the importance of mobilizing support.

A special Board Meeting will be called for February 25th to vote on the plan before it is submitted to City Council.

Year-to-Date Financials: Ms. Williams reported that the Committee on Finance had not discussed the funding of Tom Lee and Mud Island projects, stating that they need a clear

definition of the committee's responsibilities and guidelines of authority. They do not feel they should decide on the feasibility of projects but only determine if money is there. Mr. Lendermon stated that committee responsibilities were to be discussed at retreat.

New Business: Mr. Lendermon reported that the *Ride the Ducks* tour company is considering coming to Memphis; the *Jam* concert series will not be held at Mud Island next summer; the construction of the landscaped logo at a cost of \$95,000 is going forward.

There being no further business the Chairman adjourned the meeting at 10:45 a.m.

Sally Palmer Thomason
Secretary

**Executive Committee
of the
Board of Directors of the
Riverfront Development Corporation
February 23, 2004 – 9:00 a.m.**

The regular meeting of the Executive Committee of the Board of Directors of the Riverfront Development Corporation was held on February 23, 2004 at the offices of the Corporation, Falls Building, 22 N. Front St., Ninth Floor, Memphis, TN.

Directors Present: John Stokes, Kristi Jernigan, Tom Morgan, John Pontius, Lucia Gilliland, John Farris and Sally Thomason.

Directors Absent: Burnetta Williams, James Hunt, Bill Taylor, Pete Aviotti and Rob Carter.

Others Attending: Benny Lendermon, John Conroy, Dorchelle Spence, Jay Fuller and Brenda Sanford.

Call to Order, Roll Call and Approval of Minutes: Mr. Farris' motion, seconded by Ms. Jernigan, for the approval of the minutes from the last meeting was unanimously accepted.

Memphis In May: Mr. Lendermon explained an RDC proposal that Memphis in May demonstrate partnership in the redesign project of Tom Lee Park by participating in funding approximately one fourth of the cost of the initial planning phase; the actual improvements will be funded through RDC with the understanding that future MIM's /RDC contract will be based on RDC receiving a portion of the festival's net profits. After discussion it was recommended that RDC should drop its request for any contribution from MIM for the planning phase.

University of Memphis – Law School: Mr. Lendermon gave an update on the University's interest in moving the law school to the Post Office/Customs Building. The University's officials made a preliminary presentation to the City Council last week indicating their desire to move. If the Post Office moves the property will revert to the City and the City will then be the position to lease the building to the University for one dollar a year.

Promenade Discussion with Representatives from Friends of Our River: June West, John Gary, Sue Williams, and Don Richardson voiced concerns that the Promenade blocks will not be preserved as park land and that the public was not brought into the planning process followed by a full discussion on the benefits and problems of the current proposal.

Mr. Stokes thanked the visitors for coming and adjourned the meeting.

**Sally Palmer Thomason
Secretary**

**Executive Committee
of the
Board of Directors of the
Riverfront Development Corporation
March 19, 2004 – 9:00 a.m.**

The regular meeting of the Executive Committee of the Board of Directors of the Riverfront Development Corporation was held on March 19, 2004 at the offices of the Corporation, Falls Building, 22 N. Front St., Ninth Floor, Memphis, TN.

Directors Present: John Stokes, Burnetta Williams, John Pontius, Tom Morgan, Bill Taylor, Pete Aviotti, John Farris, Rick Masson and Sally Thomason.

Directors Absent: Kristi Jernigan, Lucia Gilliland, James Hunt and Rob Carter.

Others Attending: Benny Lendermon, John Conroy, Dorchelle Spence, Jay Fuller, Carol Colleta and Brenda Sanford

Call to Order, Roll Call and Approval of Minutes: Roll was taken by the secretary and the minutes from the last meeting after being corrected to reflect Mr. Aviotti's presence were unanimously accepted.

Mud Island Beautification and Opening Day: Ms. Spence asked the directors to look out the window to view the installation of the logo on Mud Island. She reported that the trams had been painted red to match the railings and that flowers will be planted in the logo by opening day, Saturday, April 10. "The Fire Fighters Challenge" featuring many fun activities including canoe races, rides in a tethered hot air balloon and a cook-out will be held on that day with proceeds going to the burn center

Rivermark Condemnation: The riverwalk behind the Rivermark is unable to be constructed because of erosion problems. Geo-technical studies indicate that the costs for stabilization will be approximately \$400,000. The process has been delayed because GE Capital, the owner of the building that favors stabilization, is currently attempting to sell the property. RDC Board member Cybill Shepherd recommends that RDC not wait for the sale and start condemnation proceedings to acquire the land, so that this phase of the riverwalk is no longer delayed. Mr. Conroy opined that the river bank will probably collapse within two years. After discussion Mr. Lendermon agreed to approach GE Capital about deeding the parcel of land needed for the riverwalk to RDC at this time. It was suggested that Ms. Shepherd might be asked to head a campaign to raise monies to fund the project.

Promenade Discussion: Ms. Spence distributed a time table on the proposed promenade listing: past and future public presentations, letters to the editor, letters to City Council members, and meetings with key individuals. Emphasizing that the City Council presentation is key, Mr. Lendermon said he would counsel with Tom Marshall and Rickey Peete as to the best time to go before Council, anticipating it will be their first meeting in May. It was stressed that a large showing of public support is needed for that meeting. He said that the Overton heirs had been polled and of the responses received 96 per cent approved mixed use for the property. Ms. Spence noted that after RDC made a presentation to community groups there is a general expression of "now we get it" and general endorsement of the plan. Mr. Masson observed that although we disliked the controversy, the media coverage being given to RDC plans is very good for increasing public attention on the river. Mr. Stokes stressed that we must maintain our efforts to convince as many people as possible of the plan's merits to assure that we achieve approval by the Council.

Ms. Spence distributed a draft of a brochure explaining the Promenade Plan and asked for board members to look it over and give suggestions for improvement. In a general discussion for gathering as many endorsements as possible before the Council meeting, there was unanimous assent to Mr. Stokes' suggestion that the Plough and Hyde Foundations be publicly featured for their support of RDC.

Board Meeting Dates: Mr. Lendermon announced that there will need to be some revisions of the previously approved schedule of meetings.

New Business: Mr. Lendermon stated that if MTV comes to Memphis in September and wants to use Tom Lee Park, the cost to restore the park will be included in the contract.

Chairman Stokes adjourned the meeting at 10:10 a.m.

**Sally Palmer Thomason
Secretary**