

Louisville Tourism Commissioners January 2025 Meeting

Thursday, January 23, 2025, at 3:00 PM EDT
Louisville Tourism, 401 W. Main Street, Louisville, KY 40202
Meeting Room: Winner's Circle Board Room

Commissioners Present:

David Greene, Chair
Chris Poynter, Secretary & Treasurer
Mike Anderson
David Beck
Guy Genoud
George Stinson

Absent:

Kate Latts, Vice Chair
Christi Lanier-Robinson
Scott Shoenberger
Ryan Bridgeman

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Jason Sojka, Stacey Yates, Mike Shull, Althea Jackson, and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

David Greene called the January Meeting to order at 3:03 pm. **David Greene** called for a motion to accept the November 21, 2024; meeting minutes with one correction; remove his name under the Chair Welcome & Report section to **Kate Latts**. He did not attend that meeting and was incorrectly left in the paragraph. **All in Favor. Motion carried.**

David Greene turned the meeting over to **Chris Poynter** for the Finance Committee Report.

FINANCE REPORT

Chris Poynter reported he had one item to bring to the Commission members for further discussion and approval.

- **MCE Incentives**- 10-year agreement with an allocation up to \$200K. (breakdown per music festival: \$75K towards sponsorship and \$25K towards advertising) starting in 2025.

After some discussion. **Chris Poynter** stated we have a motion from the Finance Committee to approve an allocation up to \$200,000 per year for 10 years to secure or assist in the future siting or retention of multiple entertainment-related tourism and business events in Jefferson County, beginning in 2025. **George Stinson** Seconded. **All in Favor, Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle gave an overview of his board report and shared another breaking year for the Muhammad Ali International Airport with a record 4.8 million passengers in 2024. Hotel tax collection also saw a record year, with 3.9 million people visiting attractions in 2024 compared to 3.5 million in 2023. Distillery attractions remained consistent with 573K visitors in 2023 and 2024. He also gave a shout out to Doug Bennett for his participation in the Bingham Fellows Program this past year.

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FINANCE REPORT

Chris Kipper reported on the October and November room tax revenues which were slightly below budget, but overall revenues remain positive. Total Revenue for the month of October was 3.2 million, below budget by \$210K or 6 percent, primarily due to the grant's revenue variance. Total Expenses for October were 3.2 million, below budget by \$33K or 1 percent. Total Revenue for the month of November was 2.8 million, below budget by 133K or 5 percent (due to the grant revenue). Total Expenses for November were 2.7 million, below budget by \$2K.

Destination Services

Zack Davis gave an update on the successful completion of the ARPA-funded visitor enhancement project, which included installing 31 signs throughout Jefferson County. The project aimed to enhance the sense of place and community pride, with plans for future phases to include more neighborhoods. Our team is also preparing for the Advanced Service Professionals Association conference in Louisville showcasing the city to industry peers. The ROSE Awards had another successful year with 732 tickets sold.

Convention Development

Jason Sojka shared a few updates from his department which included a positive mid-year performance, with 531,695 room nights booked (putting us at 65% of our full year goal), identified 917 leads and 138 site visits. The team is focusing on refining feeder markets, particularly in the southeast, and will undergo sales training to enhance qualification and relationship management skills. Some of our most recent events attended by the team include the National Coalition of Black Leading Professionals, the Nursing Organizational Alliance Annual Summit, and the International Association of Exhibitions and Expos. Future events include PCMA EduCon in Louisville and MPI in St. Louis and several other industry events.

OTHER BUSINESS

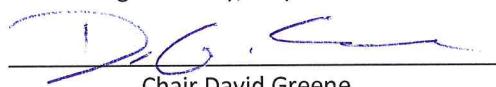
Nicole Twigg shared some details about the new Mobile Visitor Center's soft launch and upcoming events. The mobile center will be out at the Expo for the JCPS Junior Achievement Inspire next week and next month the St. Patrick's Day Parade and opening night of the spring meet at Churchill Downs.

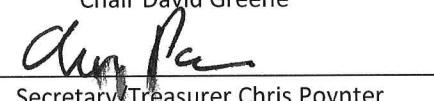
ADJOURNMENT

Chris Poynter motioned to adjourn at 3:43pm. Seconded by **Guy Genoud**, All in Favor. **Motion Carried**.

Minutes submitted by: Recording Secretary, Stephanie Skinner

Minutes approved by:


Chair David Greene


Secretary/Treasurer Chris Poynter