

# Louisville Tourism Commissioners January 2026 Meeting

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Thursday, Jan. 22, 2026, 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

Ryan Bridgeman, Secretary & Treasurer

David Beck

Guy Genoud

George Stinson

Scott Shoenberger

Mike Anderson

Josh Zik

**Commissioner Absent:**

Kate Latts

Christi Lanier-Robinson

**Commission Representatives Present:**

Jennifer Cummings, LHA Rep.

Matt Wallace, Arts & Culture Rep.

Althea Jackson, Mayor's Office Rep.

**LT STAFF & GUESTS**

Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Stacey Yates, Mike Shull, Trevor Pawl & Josh McKee with LEDA, Matt Johnson, McKenna Johnson and recording secretary, Stephanie Skinner.

**CHAIR WELCOME AND REPORT**

**David Greene** called the January meeting to order at 3:00 pm.

Please join me in welcoming new board member, **Josh Zik**, President & CEO of the Al J. Schneider Company. He replaces Chris Poynter's seat on our board. He brings with him 20 years of experience in finance and auditing. He has been instrumental in steering the company's financial strategies and operations since joining the company in 2019. During his time at the Al J. Schneider Company, he has overseen the financial health of the properties managed by the company, including the Galt House Hotel, Embassy Suites Louisville Downtown, and Crowne Plaza Louisville Airport. We are glad to have you on Louisville Tourism's board.

First on the agenda is the approval of the minutes from November's meeting. **David Greene** called for a motion to accept the November 2025 commission meeting minutes as written. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor. Motion Carried.**

**David Greene** then introduced our special guest speaker Trevor Pawl, CEO of the Louisville Economic Development Alliance and Josh McKee, for a special presentation to our board. In his presentation Trevor discussed the similarities in target audiences and markets between LEDA and Louisville Tourism. Emphasized the importance of attracting business communities to Louisville in markets like Charlotte, Atlanta, DC, and London. He also highlighted their focus on economic development and its access in generating jobs and capital investment. He introduced John McKee, Chief Business Development Officer, to discuss business attraction efforts.

# Louisville Tourism Commissioners January 2026 Meeting

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**Chairman Greene**, then called on **Ryan Bridgeman** to report on the Finance Committee meeting.

## FINANCE COMMITTEE REPORT

- I. **CRM Agreement - Chris Kipper** discussed the transition to a new CRM vendor, IDSS Global, and the approval of a five-year agreement. We completed an RFP for CRM customer relationship management providers and decided to change platforms to IDSS global, which is a well-known provider in our industry. There being no further discussion.

**Chairman Greene** stated we have a motion from the **Finance Committee** to approve a 5-year agreement with IDSS Global for the CRM platform. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor. Motion Carried.**

- II. **Finance Position – Chris Kipper** Introduced a new finance position to manage the increased volume and responsibilities. This new position will assist with all the additional volume that we have, particularly now that we also manage Louisville Hotel Partnership's finances.

**Chairman Greene** stated we have a motion from the **Finance Committee** to approve a 25/26 budget amendment of \$35,800 for personnel costs to add a full-time finance position. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor. Motion Carried.**

- III. **Hotel Research Study – Chris Kipper & Doug Bennett** explained the request for a budget amendment of \$45,000 to conduct a hotel impact study to evaluate the feasibility and implications of a full-service hotel up to 1000 rooms. This data driven assessment will help determine things like economic impact, demand, incremental demand, convention and event potential, alongside other key performance indicators.

After some discussion from the members **Chairman Greene** stated we have a motion from the **Finance Committee** to approve a 25/26 budget amendment of \$45,000 to conduct a Hotel Impact Study evaluating the feasibility and market implications of a full-service hotel up to 1,000 rooms. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor. Motion Carried.**

## STAFF REPORTS

- I. **Finance Department Report – Chris Kipper**

Presented the financial performance for October and November, noting strong transient tax performance and expense control. The month of October the transient tax was \$2.6M, which was \$193K above budget. Total Revenue for October was \$2.9M, which was \$229K above budget. The month of November the transient tax was \$2.0M, which was \$333K above budget. Total Revenue for November was \$2.2M, which was over 18 percent for the month. Chris also highlighted other areas in his report.

- II. **Convention Development Report – Jason Sojka**

Presented an update on convention development and sales team's activities, including site visits and lead generation. He highlighted the mid-year performance, with 107 site visits and 862 leads generated, representing 45% of the annual target. Discussed the impact of the

# Louisville Tourism Commissioners January 2026 Meeting

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government shutdown and Cvent platform issues on lead volume and the strong performance in December. He also outlined upcoming events and FAM activities, including the National Coalition of Black Community Professionals, the International Association of Exhibits and Events, and the Professional Convention Management Association.

### III. Destination Services Report – Zack Davis

Shared a handout with the board that covered the calendar year in overnight room demand, convention & events, hotel room nights sold, short-term rental listing nights sold and covered visitation trends. Zack highlighted the impact of short-term rentals on the market, noting that 10% of overnight stays are in short-term rentals. Provided an overview of visitor segmentation, with 66% of rooms booked as transient and 30% as group rooms.

### BOARD REPRESENTATIVES UPDATE

- **LHA Representative, Jennifer Cummings** – reported LHA had a successful golf scramble that allow other opportunities like (2) scholarships in the amount of \$5000 each which is offered to hospitality industry professionals. She also mentioned partnering with Volunteers of America for future opportunities in assisting the homeless situation.
- **Mayor’s Office Representative, Althea Jackson** – stated there will be several upcoming announcements for the downtown area coming this spring that will be hospitality related. More to come on that.
- **Arts & Culture Representative, Matt Wallace** – provided updates on collaboration with the Downtown Partnership, the Hometown Tour celebration, and the impact of holiday productions. He also announced we’re having conversations about the I 65 closure and messaging, and how to get ahead of it, to help lessen the impact on tourism.

**Chairman Greene** we have one more topic to discuss, which will require us to go into Executive Session. We would like to ask all guests, LT Staff members (not related to the topic), and board representatives to exit the meeting room during this time.

### ENTER EXECUTIVE SESSION – Time 3:47pm

**Chairman Greene** requested a motion to go into Executive Session under KRS 61.810(1)(g) relating to discussions concerning a specific proposal, if open discussions would jeopardize the siting, retention, expansion, or upgrading of the business? Motion made by **Mike Anderson**. Seconded by **David Beck**. **All in Favor. Motion Carried.**

### EXIT EXECUTIVE SESSION – Time 4:04pm

**Chairman Greene** called for a motion to exit Executive Session. Motion made by **Mike Anderson**. Seconded by **David Beck**. **All in Favor. Motion Carried.**

### NEW BUSINESS OPPORTUNITY

Before taking a vote, **Ryan Bridgeman** addressed the members that he would **abstain** from the voting process, due to his family’s affiliation with this new business opportunity. **Chairman Greene** called for a motion to approve the allocation of \$100,000 per year, for a ten-year commitment covering years 2027-2036, to secure or assist in the potential future siting or retention of a sports-related tourism and business

# Louisville Tourism Commissioners January 2026 Meeting

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event in Jefferson County in 2036, with the authority being delegated to the Louisville Tourism President & CEO to execute an agreement for such potential event if successful. Motion made by **Mike Anderson**. Seconded by **David Beck**. **All in Favor. Motion Carried.**

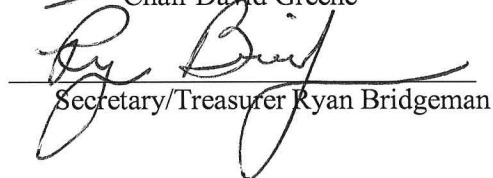
## ADJOURNMENT

**David Greene** called for a motion to adjourn. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor. Motion Carried.** Meeting adjourned at 4:07 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by:

  
Chair David Greene

  
Secretary/Treasurer Ryan Bridgeman