

Louisville Tourism Commissioners January 2024 Meeting

Thursday, January 25, 2024, at 3:00 PM EDT

Louisville Tourism, 401 W. Main Street, Louisville, KY 40202

Hosted by: Al J. Schneider Company, 401 W. Main Street, Suite 400

Commissioners Present:

David Green, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

Mike Anderson

David Beck

Guy Genoud

George Stinson

Scott Shoenberger

Christi Lanier-

Robinson

Guy Genoud

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Stacey Yates, Mike Shull, Althea Jackson, and recording secretary, Karen Johnson.

CHAIR WELCOME AND REPORT

David Greene called the January Meeting to order at 3:00 pm. **David Greene** called for a motion to accept the November 16, 2023; meeting minutes as written. **Mike Anderson** made the motion; **All in Favor. Motion carried.**

David Greene announced the updated 23/24 Committee Assignments with the needed changes due to new member appointments, then turned the meeting over to **Chris Poynter** for the Finance Committee Report.

FINANCE REPORT

Chris Poynter gave an overview of the previous finance meeting, and the following 23/24 budget amendments were discussed and recommended for approval:

- **RESEARCH – DESTINATIONS OPPORTUNITIES REPORT**

Chris Poynter gave a brief overview of the destination perception study. **David Greene** made a Motion to approve a 23/24 budget amendment to reclassify \$25,000 from Sponsorships & Events to Research for the Destinations Opportunities Report as presented. **ALL IN FAVOR. Motion Carried.**

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- **TRAVEL/TRADESHOWS – PCMA TRADESHOW EXPENSES**

Chris Poynter shared the increased booth footprint at the PCMA Convening Leaders Annual Meeting and gave a brief overview. **David Greene** made a Motion to approve a 23/24 budget amendment to reclassify \$97,000 from Sponsorships & Events to Travel & Tradeshow for PCMA

Tradeshow Expenses as presented. **All IN FAVOR. Motion Carried.**

- **MASS MARKETING – LOUGRASS ACTIVATION**

Chris Poynter highlighted that this activation would leverage an underutilized asset (Bluegrass Music) to enhance the destination experience for visitors. Invest in local music ecosystem with programming that will help drive both cultural tourism and economic development. **David Greene** made a Motion to approve a 23/24 budget amendment to reclassify \$24,000 from Sponsorships & Events to Mass Marketing for the Lougrass Activation as presented. **ALL IN FAVOR. Motion Carried.**

- **RESEARCH – FOURTH STREET STUDY**

David Greene made a Motion to table the Fourth Street Study Budget Amendment to schedule a Special Called Finance Meeting to allow Deputy Mayor Pat Mulloy & Rebecca Fleischaker, Executive Director of Louisville Downtown Partnership an opportunity to provide additional information about the study and give official approval authority to the Finance Committee, due to the timeline of the project. Seconded by **Guy Genoud. Motion Carried.**

LT/GLLMD MANAGEMENT COMPANY AGREEMENT DISCUSSION

Chris Kipper and **Doug Bennett** gave an overview of the management company agreement. This agreement was moved from the Finance Committee Meeting, due to no quorum at that time. **David Greene**, Chairman announced that he would be abstaining from the vote due to his seat on the Louisville Tourism Board and GLLMD Board. After some discussion, **Scott Shoenberger** made a Motion to approve the LT/GLLMD Management Company Agreement. Seconded by **Mike Anderson. ALL IN FAVOR. Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle gave an overview of his President's Report and shared a few highlights about KICC/KEC Visitor Attendance in 2023 was at 7.2M and Louisville Slugger & Derby Museum broke attendance records in 2023. HE went on to mention that we are right at 100 Days out from the 150th Derby and ten days later PGA.

FINANCE REPORT

Chris Kipper gave an overview of October and November's finances.

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CONVENTION DEVELOPMENT

Doug Bennett shared some highlights on Convention Development. HE stated they are well above their mid-year goals.

DESTINATION SERVICES

Zack Davis gave an overview of the hotel business from a report that shows high and low peaks throughout the year. He highlighted the 2023 Rose Awards with over 700 tickets sold. They plan to keep the event close to Thanksgiving for 2024, too.

ADJOURNMENT

Scott Shoenberger made a motion to adjourn. **All in Favor.** **Motion Carried.** Meeting adjourned at 4:16 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by:


Chair David Greene


Secretary/Treasurer Chris Poynter

