

Louisville Tourism Commissioners July 2024 Meeting

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

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

Hosted by: Al J Schneider Company 4th Floor Board Room

Commissioners Present:

David Greene, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

Mike Anderson

David Beck

Guy Genoud

George Stinson

Ryan Bridgeman

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Zack Davis, Nicole Twigg, Stacey Yates, Mike Shull, Althea Jackson, Leo Bertucci, Courier Journal Reporter, and recording secretary, Stephanie Skinner. Due to technical issues out of our control with the meeting space's Microsoft Teams Link, WAVE 3 reporter had issues joining the meeting.

CHAIR WELCOME AND REPORT

David Greene called the July Meeting to order at 3:03pm. **David Greene** called for a motion to accept the May 23, 2024; meeting minutes as written. **Guy Genoud** made the motion; Seconded by **George Stinson**. **All in Favor. Motion carried.**

David Greene amended the agenda to move the Nominating Committee Report after the Staff Reports due to the chair of the committee running late due to traffic.

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

FINANCE REPORT

Chris Poynter, Chair of the Finance Committee highlighted the 24/25 Budget Amendments discussed prior to the Commission meeting and asked **Chris Kipper** to share the specifics. After some discussion, **David Greene** stated we have a motion from the Finance Committee to approve the 24/25 budget amendments totaling \$1,718,000 for Revenues and \$2,929,000 for Expenses as outlined in the 24/25 revised budget as presented. Is there any further discussion. **All in Favor. Motion Carried.**

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PRESIDENT'S REPORT

Cleo Battle gave an update on the Sundance Film Festival. Out of ninety cities reviewed, Louisville made the final six to be chosen, along with Santa Fe, Mexico, Cincinnati, Ohio, Boulder Colorado, Atlanta, Georgia, and Park City/Salt Lake City, Utah. The next step in the process for the Sundance Group is to visit each of those six cities and determine the best fit. If Louisville is chosen this would be for a 10-year contract, starting the year of 2027. This event takes place in late January to early February each year and brings in 90-110K attendees over the 4-day festival. A decision should be made next month.

STAFF REPORTS

1. FINANCE REPORT

Chris Kipper shared his report on the Transient Room Tax and Total Revenue for April & May 2024.

2. DESTINATION SERVICES REPORT

Zack Davis highlighted a few specifics in his board report covering the months of May & June. He also shared the direct economic impact of the September 2023 Utility Expo and the TFN Camps & Clinics- Run 4 Roses. Breaking down the overnight room demand and the spending that comes from those groups hosted in Louisville.

3. CONVENTION DEVELOPMENT REPORT

Doug Bennett shared a few highlights and end of the fiscal year goals with the board members.

NOMINATING COMMITTEE REPORT

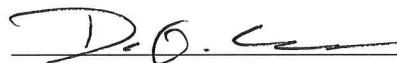

Due to additional traffic issues, **Ryan Bridgeman**, member of the committee shared the recommendations made by the Nominating Committee on behalf of the Chair, **Scott Shoenberger**, **Ryan** stated the committee's recommendations for the 24/25 Executive Officers, was to keep the same slate in place for the 24/25 fiscal year. **David Greene, Chair, Kate Latts, Vice-Chair, and Chris Poynter, Secretary/Treasurer.** **David Greene** stated we have a motion from the Nominating Committee to approve the same slate of executive officers with no changes. Is there any further discussion. If not **All in Favor.** **Motion Carried.**

ADJOURNMENT

George Stinson made a motion to adjourn at 3:51pm. Seconded by **Guy Genoud.** **Motion Carried**

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by:


Chair David Greene

Secretary/Treasurer Chris Poynter