Louisville Tourism
Commissioners
September 2026 Meeting

Thursday, Sept. 24, 2026, at 3:00 PM EDT
Louisville Tourism, 401 W. Main Street, Louisville, KY 40202
Meeting Room: Winner's Circle Board Room

Commissioners Present:
Ryan Bridgeman, Chair
Mike Anderson, Secretary & Treasurer
Guy Genoud
George Stinson
Josh Zik
Christi Lanier-Robinson
Damaris Phillips
Andrew Carter
Kaveh Zamanian

Commissioners Absent:
Michael Berry

Commission Representatives Present:
Jennifer Cummings, LHA Rep.
Althea Jackson, Mayor's Office Rep.

LT STAFF & GUESTS
Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Stacey Yates, Jason Sojka, Mike Shull, Lillian Metzmeier, w/Courier Journal, and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT
Ryan Bridgeman called the September meeting to order at 3:05 pm.

- **Welcome New Board Members**
  Cleo Battle introduced two new board members.
    - Kaveh Zamanian was appointed by the mayor. He is a Louisville-based entrepreneur and founder of Rabbit Hole Distillery.
    - Andrew Carter was appointed by the governor and brings 17 years of hospitality leadership experience. He is the current General Manager of 21C Museum Hotel.

  We are excited to have your service to our board. He then turned the meeting back over to **Chairman Bridgeman**.

Next on the agenda is the approval of the board minutes of July's meeting. **Ryan Bridgeman** called for a motion to accept the July 2026 commission meeting minutes as written. Motion made by **Guy Genoud**. Seconded by **Mike Anderson**. **All in Favor**. ***Motion Carried***.

Chairman Bridgeman, then called on **Mike Anderson** for the Finance Committee Report.

DRAFT

Louisville Tourism Commissioners September 2026 Meeting

FINANCE COMMITTEE REPORT

Mike Anderson, Chair of the Finance Committee, provided an update from the last meeting. **Chris Kipper** reported that staff are evaluating redemption options for the Series 2016 bonds.
We also reviewed the 25/26 budget versus actuals and proposed budget amendments for fiscal year 26/27.

After discussing the proposed 26/27 budget amendments, **Ryan Bridgeman** stated we have a motion from the **Finance Committee** to approve FY 26/27 budget amendments of $80,000 for revenues and $277,500 for expenses as presented." Because this motion comes from the Finance Committee, no second is required. **All in Favor**. ***Motion Carried.***

PRESIDENT REPORT

Cleo Battle shared an update on the organizational strategic plan focusing on structure, advocacy, and culture. The plan aims to modernize long-standing roles and improve the organization's ability to advocate for tourism beyond the president's role. Staff feedback regarding organizational culture is being integrated into the final plan. The final plan will be presented to the board by the consultants at an upcoming meeting.

FINANCE DEPARTMENT REPORT

Chris Kipper provided a brief overview of June & July financials. He reported that the organization finished the fiscal year in a strong position with total revenue exceeding budget by $577,000.
Revenue growth was driven primarily by transient room tax, which finished $550,000 above budget.
Total expenses finished $2.2 million below budget due to personnel savings and shifts in sales and marketing initiatives. The organization maintained a favorable net revenue variance of approximately $2.8 million for the fiscal year.

CONVENTION DEVELOPMENT DEPARTMENT REPORT

Jason Sojka reported that the team is transitioning to a new CRM system, IDSS, and finding its stride.
In the first two months of the year, the team secured 61 bookings worth 36,000 room nights.
Future demand remains robust with 1,200 tentative opportunities representing 7.2 million room nights**. Cleo Battle** noted that September and October are expected to be busy with 57 and 56 group meetings respectively.

MARKETING & COMMUNICATIONS DEPARTMENT REPORT

Stacey Yates reported on the marketing communications team's efforts in PR and community relations. The team manages incoming press calls and works with outside agencies like DCI in New York and MDSG in London to promote Louisville. Marketing efforts include hosting approximately 100 journalists annually for site visits to showcase authentic local experiences. The department tracks media coverage through reports that highlight both positive hits and general news mentions.

BOARD REPRESENTATIVES UPDATE

- **LHA Representative, Jennifer Cummings** reported their last meeting was on September 16. LHA luncheon was held at the Galt House and featured both Louisville mayoral candidates, who participated in a forum and Q&A with members of the hospitality community. As part of the association's community engagement efforts, a $20,000 donation was presented to Volunteers

DRAFT

of America to support homelessness initiatives. The association also awarded two $5,000 hospitality education scholarships to hotel team members from the Silva Hotel and Hotel Distil. Previous scholarship recipients shared testimonials regarding the positive impact the program has had on their professional development and career advancement. Members were reminded that the LHA Golf Outing is scheduled for October 15 at Glenview Oaks. Registration remains open, and additional golf teams and hole sponsors are being sought.

- **Mayor's Office Representative, Althea Jackson –** no updates to share.

EXECUTIVE COMMITTEE REPORT

Ryan Bridgeman provided an update from the Executive Committee Meeting. They reviewed and discussed the President & CEO's Annual Performance Incentive Plan for the 25/26 fiscal year and made the following recommendations.

- **25/26 President & CEO Performance Incentive Plan**
  Ryan Bridgeman stated we have a motion from the **Executive Committee** to approve the President & CEO's 2025–2026 performance incentive results, as presented, based on the approved performance metrics and weightings: Definite Room Nights, 25%; Rooms Sold, 20%; Attraction Attendance, 5%; Financial Performance, 30%; and Personal Performance Objectives, 20%. Because this motion comes from the Executive Committee, no second is required. **All in Favor. *Motion Carried.***
- **26/27 President & CEO Performance Incentive Plan**
  Ryan Bridgeman reported that the Executive Committee decided to table this item to allow more time for them to review the proposed 26/27 President & CEO Incentive Plan. We will schedule another Executive Committee meeting prior to November's board meeting to review and finalize. No vote taken today.

NEW BUSINESS OPPORTUNITIES – CLOSED SESSION – TIME: 3:51PM

Ryan Bridgeman called for 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 **Guy Genoud**. Seconded by **Mike Anderson.** ***Motion Carried.***

EXIT CLOSED SESSION – TIME: 4:05PM

After some discussion**, Ryan Bridgeman** called for a motion to exit Executive Session**.** Motion was made by **Josh Zik.** Seconded by **Mike Anderson.** ***Motion Carried.***

Ryan Bridgeman stated we have a motion from the finance committee to authorize expenditures totaling $652,500 to support an effort to host a sports industry conference in April 2031. Louisville Tourism will negotiate the particulars of such potential industry conference with the authority being delegated to the Louisville Tourism President & CEO to execute an agreement and authorize the disbursement of such funds on satisfactory final terms being presented to him.

Since the motion comes from the **Finance Committee** a second is not required. **All in Favor**. ***Motion Carried.***

DRAFT

Louisville Tourism Commissioners
September 2026 Meeting

OTHER BUSINESS
N/A

ADJOURNMENT
Ryan Bridgeman called for a motion to adjourn. Motion made by **Kaveh Zamanian.** Seconded by **Josh Zik.** ***Motion Carried.*** Meeting adjourned at 4:07 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by: _____
Chair Ryan Bridgeman

_____
Secretary/Treasurer Mike Anderson

DRAFT