

# Louisville Tourism Commissioners May 2024 Meeting

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Thursday, May 23, 2024, at 3:00 PM EDT  
Louisville Tourism, 401 W. Main Street, Louisville, KY 40202  
Hosted by: Al J Schneider Company 4<sup>th</sup> Floor Board Room

## **Commissioners Present:**

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

## **LT STAFF & GUESTS**

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

## **CHAIR WELCOME AND REPORT**

**David Greene** called the May Meeting to order at 3:01pm. **David Greene** called for a motion to accept the March 18, 2024; meeting minutes as written. **David Beck** made the motion; Seconded by **Mike Anderson**. All in Favor. *Motion carried.*

**David Greene** shared the 24/25 Commission Dates for the new fiscal year and called for a motion to approve them as presented. Motion made by **Mike Anderson**, Seconded by **Guy Genoud**. *Motion Carried.*

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

## **FINANCE REPORT**

**Chris Poynter, Chair** of the Finance Committee gave a brief overview of the finance report and then asked Chris Kipper and Doug Bennett to share more details of the changes proposed to the Incentive Program at Louisville Tourism. After some discussion, **David Greene** made a motion to approve the change to the employee performance incentive plan, including the organization stretch incentive, as presented. Seconded by **Guy Genoud**. All in Favor. *Motion Carried.*

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### PRESIDENT'S REPORT

**Cleo Battle** kept his comments brief but wanted to recognize the Service Team for all they did to make the PGA Championship successful. The month of May has been big and a phenomenal month for the city of Louisville.

### STAFF REPORTS

#### 1. FINANCE REPORT

**Chris Kipper** shared his report on the Transient Room Tax and Total Revenue for February & March 2024.

#### 2. MARKETING & COMMUNICATIONS REPORT

**Stacey Yates** shared the WDRB video covering the PGA Championship and Gazebo Festival. She also shared some advertising ads in 13 cities with the group.

#### 3. TOURISM DEVELOPMENT REPORT

**Nicole Twigg** shared a recap on the Visitor & Airport Welcome Center and the launch of the new mobile center.

### ADJOURNMENT

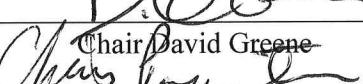
**Chris Poynter** made a motion to adjourn at 3:52pm. Seconded by **Mike Anderson**. *Motion Carried*

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by:



Chair David Greene

  
Secretary/Treasurer Chris Poynter