Louisville Tourism Commissioners May 2026 Meeting

Thursday, May 28, 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
Kate Latts, Vice Chair
Ryan Bridgeman, Secretary & Treasurer
David Beck
Guy Genoud
Mike Anderson
Josh Zik
Christi Lanier-Robinson

Commissioners Absent:
Kate Latts, Vice Chair
George Stinson
Scott Shoenberger

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, Courier Journal, Marcus Green, Freelance Reporter, and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

David Greene called the May meeting to order at 3:01 pm.

First on the agenda is the approval of the minutes from March's meeting. **David Greene** called for a motion to accept the March 2026 commission meeting minutes as written. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor**. ***Motion Carried***.

Chairman Greene, then called on **Guy Genoud** for the Nominating Committee Report on behalf of Scott Shoenberger, due to his absence as Chair of that committee.

NOMINATING COMMITTEE REPORT

We met earlier this month to discuss the 26/27FY Executive Board Officers. Chairman Shoenberger met with Cleo Battle earlier this month to discuss board officers for the 26/27 FY. Chairman Shoenberger relayed Cleo's feedback to the committee along with his recommendations. After some discussion amongst the committee members each officer position was voted on separately, to allow members that serve on the Nominating Committee to recuse themselves from a vote that involved their position on the board.

1. We have a motion from the **Nominating Committee** to approve **Ryan Bridgeman** as the 26/27FY Chair of the Louisville Tourism Commission. Any further discussion. There being none. **All in**

Favor. ***Motion Carried.*** **Ryan Bridgeman recused himself from the vote.*

2. We have a motion from the **Nominating Committee** to approve **Kate Latts** as the 26/27FY Vice-Chair of the Louisville Tourism Commission. Any further discussion. There being none. **All in Favor**. ***Motion Carried.***

3. We have a motion from the **Nominating Committee** to approve **Mike Anderson** as the 26/27FY Secretary/Treasurer of the Louisville Tourism Commission. Any further discussion? There being none. **All in Favor**. ***Motion Carried***. ****Mike Anderson recused himself from the vote.***

Thank you everyone. We now have our 26/27FY Commission Executive Officers that will officially take their positions starting the July 2026 Board Meeting.

Chairman Greene called on **Ryan Bridgeman** for the Finance Committee Report.

FINANCE COMMITTEE REPORT

Ryan Bridgeman addressed the board on three budget items that were discussed and approved at the May Finance Meeting. He asked **Chris Kipper** to share some additional information for a final vote.

I. **VIC Lease Renewal – Chairman Greene** We have a motion from the **Finance Committee** to approve a 10-year renewal of the Visitor Information Center lease at its current location with the negotiated rental rates as presented and authorize the President & CEO to finalize and execute the lease agreement consistent with these terms. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor**. ***Motion Carried***.

II. **LOU Sense of Place Sign - Chairman Greene** stated we have a motion from the **Finance Committee** to increase the budget to $70,000 for the previously approved LOU Sense of Place sign project. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor**. ***Motion Carried***.

III. **Muhammad Ali Center Design Study – Chairman Greene** stated we have a motion from the **Finance Committee** to approve a budget amendment of $75,000 to support the Muhammad Ali Center Design Study. As the motion is from the **Finance Committee**, it does not require a second. **All in Favor.** ***Motion Carried.***

PRESIDENT REPORT

Cleo Battle shared some highlights of the Tourism Impact Award honoring Danny Wimmer at the Kentucky Derby Festival They're Off Luncheon. He also shared several positive attributes about the Derby Clients that were hosted this year. In a few weeks I will be hosting some of our local state officials (Legislators, Senators and Metro Council Members) to a Louisville Bats Game on June 9th in our Bats Suite to share some tourism updates. Lastly, I want to share that I will be heading to San Antonio, TX to the MPI-WEC Conference where I am being honored with the Industry Leadership Award.

FINANCE DEPARTMENT REPORT

Chris Kipper provided an overview of the February and March financial results. February revenues were $198K above budget, March was $197K below budget. New revenue exceeded budget in both months, year-to-date net revenue is $2.7M, $2M ahead of budget. Expenses were under budget by $146K in February and $224K in March.

MARKETING & COMMUNICATIONS DEPARTMENT REPORT

Stacey Yates provided an overview of the Spring Awareness Campaign. A focus on expanding the audience to include families. Key Markets: New York, Cleveland, and Detroit. She shared creative examples of paid social, connected TV, and outdoor advertising.

CONVENTION DEVELOPMENT DEPARTMENT REPORT

Jason Sojka discussed the success of the Derby FAM and new business from Associated Builders and Contractors. He also announced the hiring of the new Regional Director of Sales in the Midwest (Based in Chicago), Lisa Shanahan brings extensive experience from Cleveland CVB. Jason also gave some highlights to recent events in Louisville.

BOARD REPRESENTATIVES UPDATE

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

ADJOURNMENT

David Greene called for a motion to adjourn. Motion made by **Mike Anderson. All in Favor.** ***Motion Carried.*** Meeting adjourned at 3:50 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by: ______________________
Chair Ryan Bridgeman

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Secretary/Treasurer Mike Anderson