

Louisville Tourism Commissioners November 2025 Meeting

Thursday, Nov 13, 2025, 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

Ryan Bridgeman, Secretary & Treasurer

David Beck

Guy Genoud

George Stinson

Scott Shoenberger

Mike Anderson

Commissioner Absent:

Kate Latts

Christi Lanier-Robinson

Commission Representatives Present:

Jennifer Cummings, LHA Rep.

Matt Wallace, Arts & Culture Rep.

Althea Jackson, Mayor's Office Rep.

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Stacey Yates, Mike Shull, Jon Magrum, Ryan Robey w/Cherry Bekaert Advisory Group and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

David Greene called the November meeting to order at 3:00 pm. First on the agenda is the approval of the minutes from September's meeting. **David Greene** called for a motion to accept the September 2025 commission meeting minutes as written. Motion made by **Guy Genoud**. Seconded by **Ryan Bridgeman**. **All in Favor. Motion Carried.** **David Greene** then turned it over to **Chris Kipper** to introduce Jon Magrum and Ryan Robey with Cherry Bekaert Advisory Group to share an overview of the 24/25 Audit.

FY 24/25 AUDIT REPORTS

Jon Magrum and **Ryan Robey w/Cherry Bekaert Advisory Group** did a quick overview of the three documents, an executive summary, draft financial statements, and the agreed upon procedures we perform around some of the bookings of the commission. Usually we come to this meeting, we present issued financial statements. Given the timing, the only reason these are draft financials this year is because you receive a compliance audit relative to federal funds you receive, and that audit is governed by a document called the Compliance Supplement that wasn't issued yet at the time of the government shutdown, therefore it is still not issued. That is the only reason they are still in draft format. They reported a clean audit with no significant issues, though the financial statements are still in draft form due to a delayed compliance audit.

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After some discussion, **David Greene** stated we have a motion from the **Finance Committee** to accept the Draft FY 24/25 Audited Financial Statements with the understanding that the compliance and federal award reporting may be carved out for a later issuance if necessary. As the motion is from the Finance Committee, it does not require a second. **All in Favor. Motion Carried.**

EXECUTIVE COMMITTEE REPORT

David Greene addressed the board regarding the President & CEO's 24/25 Annual Performance results. His performance was discussed in greater detail in our Executive Committee meeting, and recommend approval of a 4 percent merit increase, based on those performance goal results. **David Greene** stated we have a motion from the **Executive Committee** to approve a 4 percent merit increase to the President of Louisville Tourism based on those 24/25 Annual Performance results. **All in Favor, Motion Carried.**

FINANCE COMMITTEE REPORT

- **25/26 Budget Amendment - CEO Executive Coaching Program**
David Greene and **Chris Kipper** shared details around the need for a budget amendment to fund professional development that wasn't included in the original 25/26 FY Budget. **David Greene** stated we have a motion from the **Finance Committee** for a 25/26 budget amendment to reclassify \$15,000 from Full-Time Wages to Employee Relations for the CEO Executive Program. As the motion is from the Finance Committee, it does not require a second. **All in Favor. Motion Carried.**

DESTINATION ENGAGEMENT OPPORTUNITIES

Zack Davis passed out the Destination Engagement Opportunities pamphlet to all board members and introduced a new business engagement model for local businesses, aiming to diversify revenue streams. The new model offers various engagement opportunities, including advertising, sponsorship, and event sponsorship. Zack highlighted the success of the new program, including increased revenue.

PRESIDENT'S REPORT

Cleo Battle reported on increased efforts, including speaking engagements and meetings with Metro Council members and state legislators. He also gave updates on recent large events hosted in Louisville and highlighted the Rose Awards event with over 700 attendees.

STAFF REPORTS

- **FINANCE REPORT** – **Chris Kipper**
Chris Kipper provided an update on August financials, noting a 10 percent decrease in transient room tax and 11 percent increase in investment income. He was unable to provide financials for September, due to the early meeting date. He will include September's financials at the January board meeting,
- **TOURISM DEVELOPMENT** – **Nicole Twigg**
Nicole Twigg reported on the leisure sales team's activities, including events at the Kentucky State Fair and the Association of Black Travel Professionals. She also highlighted the success of the consumer database, which has grown by 149 percent over the past three months

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- **MARKETING & COMMUNICATIONS – Stacey Yates**
Stacey Yates presented the fall awareness campaign, including targeted advertising in key markets and market activations in New York.

BOARD REPRESENTATIVES UPDATE

- **LHA Representative, Jennifer Cummings** – reported on the successful Hospitality Golf Classic and upcoming Spirit of Hospitality Award. She also reminded board members of the upcoming Industry Leadership Holiday Social event on December 18, 2025.
- **Mayor’s Office Representative, Althea Jackson** – Didn’t have any updates for this meeting.
- **Arts & Culture Representative, Matt Wallace** – reported on the St. James Art Show, Cultural Pass, and upcoming holiday programming.

OTHER BUSINESS

David Beck inquired about the Organizational Strategic Plan Committee about the RFPs we have received and the timeline for moving forward with interviews and next steps. Cleo stated we had received 2 RFPs back and we will get those out to the committee for review then we will set a date next month to interview and meet as a committee in early December.

Mike Anderson asked if we are seeing any impact on our bookings or questions from our existing bookings that are trying to figure out how to get people from A to B within the inner city due to Interstate 65 closure. **Zack Davis** stated we have communicated information about all the incoming events over that period. A couple groups have asked for some alternate routes which are published on the website. We haven’t heard any negative feedback yet. I think the biggest impact will be events that use shuttles because they’re going to put them on the back streets.

ADJOURNMENT

David Greene made a motion to adjourn. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor.** ***Motion Carried.*** Meeting adjourned at 4:12 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by: David Greene
David Greene (Feb 26, 2026 16:45:16 EST)
Chair David Greene

Ryan Bridgeman
Ryan Bridgeman (Feb 26, 2026 17:33:38 EST)
Secretary/Treasurer Ryan Bridgeman

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Final Audit Report

2026-02-26

Created:	2026-02-26
By:	stephanie skinner (sskinner@gotolouisville.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA-wBecmXgphwWKQ3CDshlfxmyCzj4fC7f

"November 13 2025 Board Meeting Minutes" History

-  Document created by stephanie skinner (sskinner@gotolouisville.com)
2026-02-26 - 9:35:50 PM GMT
-  Document emailed to David Greene (david.greene@marriottlouisville.com) for signature
2026-02-26 - 9:35:56 PM GMT
-  Document emailed to Ryan Bridgeman (rbridgeman@bfcompanies.com) for signature
2026-02-26 - 9:35:56 PM GMT
-  Email viewed by David Greene (david.greene@marriottlouisville.com)
2026-02-26 - 9:36:00 PM GMT
-  Email viewed by Ryan Bridgeman (rbridgeman@bfcompanies.com)
2026-02-26 - 9:37:05 PM GMT
-  Document e-signed by David Greene (david.greene@marriottlouisville.com)
Signature Date: 2026-02-26 - 9:45:16 PM GMT - Time Source: server
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Signature Date: 2026-02-26 - 10:33:38 PM GMT - Time Source: server
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2026-02-26 - 10:33:38 PM GMT