

Louisville Tourism Commissioners

September 2024 Meeting

Thursday, September 26, 2024, at 3:00 PM EDT
Louisville Tourism, 401 W. Main Street, Louisville, KY 40202
Meeting Room: Winner's Circle

Commissioners Present:

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

Commissioners Absent:

Kate Latts, Vice Chair
Ryan Bridgeman
Christi Lanier-Robinson

LT STAFF & GUESTS

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

CHAIR WELCOME AND REPORT

David Greene called the July Meeting to order at 3:01pm. **David Greene** called for a motion to accept the July 25, 2024, minutes as written. Seconded by **Chris Poynter**. **All in Favor.** **Motion Carried.**

David Greene then turned the meeting over to **George Stinson**, Chair of our Community Investment Committee (CIC) for their Summer Grant approval recommendations.

CIC COMMITTEE REPORT

Chairman, George Stinson presented (7) Summer Grant Event/Projects to the board members and made the following recommendations:

1. **Entertainer of the Year 2024** - \$10,000 – Production Cost-promoting across country
2. **Jack Harlow with Louisville Orchestra** - \$10,000 – Earmarked for Marketing/Advertising Only
3. **NIGHTCAP** - \$2000 - Earmarked for Marketing outside of Jefferson County
4. **Via Colori Festival** - \$3500 – Fundraising Event supporting Girls Scouts of Kentuckiana
5. **Kentucky Shakespeare's Innovative & Expanded Indoor Season** - \$5000 - *Earmarked for marketing outside Jefferson County.
6. **Sky Foundation presents Sky Soul Festival 2024** - \$5000 – Expand Production
7. **All or Nothing USA Amateur Boxing Tournament** - \$0 – Referred to Sports Commission

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David Greene, Chair reported the motion on the table from the CIC Committee to approve 6 of the 7 grants totaling \$35,500. The “All or Nothing USA Boxing Tournament” application was referred to our Sports Commission for consideration. After some discussion, **David Greene** called for a second. Seconded by **Mike Anderson**. **All in Favor. Motion Carried.** * **George Stinson**, abstained from vote, due to his connections with the one of the venues.

David Greene called **Chris Poynter**, to give the finance committee report. **Chris Poynter** requested **Chris Kipper** to assist with the details of the 24/25 Budget Amendments approved prior to the Commission meeting.

FINANCE REPORT

Chris Poynter, Chair of the Finance Committee, along with **Chris Kipper** shared an overview of the 24/25 Budget Amendments discussed prior to the Commission meeting.

- Destination Video - \$100K – carryover from 23/24 Budget (due to timing moved to 24/25 FY Revised Budget from ARPA T2 Grant).
- New Office IT & Equipment - \$98K – carryover from 23/24 FY Budget (due to delays in office renovations pushing it into the 24/25 FY)
- Convention Sales Support Positions - \$90K – Personnel costs to restore support staff numbers in Convention Sales prior to Covid19. One position will be hired immediately, while the other support role hired later in January 2025.
- Great Gatsby 100 Years Promotion - \$20K - Marketing around an international PR angle as one of a handful of cities that can claim historical connection to the novel.

David Greene, Chair stated the motion from the Finance Committee to approve the 24/25 budget amendments totaling \$308K as presented. After a brief discussion, it was Seconded by **Mike Anderson**. **All in Favor. Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle gave an update on the city of Louisville not making the final three cities for consideration for the Sundance Film Festival in 2027. We gave it our best shot, but in the end, we didn't make the cut. We hope to get additional feedback on their decision that I can share with you. He shared an update on the (LHP) Louisville Hotel Partnership formerly known as GLLMD on a few projects to bring more visitors to Louisville. One funding project that this group is working with the University of Louisville in helping with funding for a Hospitality Program for our Industry. They are also partnering with the Muhammad Ali International Airport to buy additional flights for our city. Lastly, he mentioned the Marketing Department is working on a holiday event that will be hosted in our Paddock of our new office space.

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STAFF REPORTS

1. FINANCE REPORT

Chris Kipper shared a recap of the Transient Room Tax and Total Revenue for June & July 2024.

2. DESTINATION SERVICES REPORT

Zack Davis did a recap of the past fiscal year. We hosted 570 events/groups in the city with 3.4M in attendance. We were up over \$1.04 billion in just the hosted events we had last fiscal year. We had a strong year. Zack also mentioned the Rose Awards taking place on Nov 20th at the Louisville Palace. We had record attendance at last year's event with 729 tickets sold. That was a 30 percent increase. We are anticipating 750 attendees this year. There are 180 nominees that will be narrowed down to 66 finalists. From the 66 finalists, 11 of those will be ROSE Award Winners.

3. MARKETING & COMMUNICATIONS REPORT

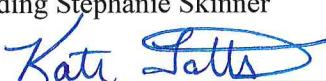
Stacey Yates shared a few highlights around the Bourbon City Fall Campaign, passed around the Passport magazine displaying campaign ad, and gave an overview of the thirty-one events of Bourbon & Belonging in Jefferson County

ADJOURNMENT

Chris Poynter made a motion to adjourn at 3:46pm. **All in Favor.** *Motion Carried*

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by:


Chair David Greene, on behalf of

Secretary/Treasurer Chris Poynter

Chris Poynter (Nov 20, 2024 14:41 EST)

November 2024 Board Minutes.partially signed

Final Audit Report

2024-11-30

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