

Louisville Tourism Commission Meeting Minutes **September 25, 2025**

Chair Welcome & Call to Order

Chairman Greene called the September 25, 2025, Commission Meeting to order at 3:07 PM.

Board, LT Staff & Guest Attendance

Board Members- David Greene, Kate Latts, Ryan Bridgeman, Guy Genoud, George Stinson, Christi Lanier-Robinson, David Beck, Mike Anderson, & Scott Shoenberger

Board Representatives- Althea Jackson, Jennifer Cummings, & Matt Wallace

LT Staff- Cleo Battle, Doug Bennett, Chris Kipper, Zack Davis, Stacey Yates, Jason Sojka & Stephanie Skinner

Guest(s) - Lillian Metzmeier, Courier Journal

Approval of Minutes

Chairman Greene called for a motion to accept the July 17, 2025 Commission Meeting minutes as presented. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor. Motion Carried**.

Committee Report(s)

CIC Committee Report - George Stinson, Chair

The Community Investment Committee (CIC) met on September 15, 2025, to review all the Summer Grant Applications and make recommendations for approval by the full board. They reviewed 8 grant applications and made recommendations for board approval for 6 of the 8 applications reviewed in that meeting.

- Barrels & Boutiques - \$3750.00
- Kentucky Shakespeare - \$5000
- Louisville's Ballet Dracula - \$7500
- Love & Marriage Marketing Campaign - \$10,000
- Big Stomp Music Festival 2025 - \$5000

- Via Colori Festival - \$3500

After a brief overview and description of the grant application & program **Chairman Greene** stated there is a motion from the CIC Committee to approve six grant applications totaling \$34,750 as presented. **All in Favor. Motion Carried.**

CIC Additional Grant Review - Christi Lanier-Robinson, CIC Member

Christi Lanier-Robinson introduced an additional grant application that was not reviewed during the September 15, 2025, meeting. Due to a vacant position on the board the CIC Committee only has 2 members. Due to George Stinson's affiliation to one of the grant applications he recused himself from the discussion & recommendations for the "Entertainer of the Year" grant application at the CIC Committee Meeting. Since there was no quorum, the application had to be presented at the full board meeting in September. **Christi** presented the Entertainer of the Year application to the board for consideration. **George Stinson** recused himself from the discussion & recommendation. **Scott Shoenberger**, former Chair of the CIC offered some additional details to help board members better understand the grant application process. After some discussion **Chairman Greene** called for a motion to approve the Entertainer of the Year grant in the amount of \$5000, bringing the grand total in grant approvals to \$39,750. Motion was made by **Guy Genoud**. Seconded by **Scott Shoenberger**. **All in Favor. Motion Carried.**

Finance Committee Report - Ryan Bridgeman, Chair & Chris Kipper

Chris Kipper stepped in for **Ryan Bridgeman** to share the Finance Report. The finance report includes six budget amendments for review. The first four amendments are carry-over items, totaling \$200,500, while the remaining two are new items- which would bring the grand total to \$300,500.

Carryover Items from 24/25

- Research & Data Analysis -Ice Sports Feasibility Study- \$50K
- Industry & Community Partnerships - Sun Country MRG - \$80.5K
- Industry & Community Partnerships - Sense of Place Sign - \$45K
- Research & Data Analysis - Visitor Guide Usage Study - \$25K

Additional Programming 25/26

- Research & Data Analysis – Field Sports Feasibility Study - \$50K
- Research & Data Analysis – Organization Strategic Plan - \$50K

Chairman Greene stated we have a motion from the Finance Committee to approve the 25/26 budget amendments totaling \$300,500 as outlined in the 25/26 revised budget as presented. There was no further discussion. **All in Favor. Motion Carried.**

25/26 Definite Room Nights Goal

Jason Sojka, VP of Sales presented a proposal to increase the 2025-2026 definite room night goal from 895,000 to 930,000. The increase is based on a 14% year-over-year increase in production, with a forecast of 435,000 legacy room nights and 345,000 non-legacy room nights. After some discussion, **Chairman Greene** stated we have a motion from the Finance Committee to increase the 25/26 Definite Room Nights goal from 895,000 to 930,000 room nights. No further discussion needed. **All in Favor. Motion Carried.**

President's Report

Cleo Battle thanked everyone for their service to our board and introduced some new faces. As you remember I mentioned that we would be adding some additional non-voting representatives to our board. Matt Wallace will be serving as our Arts & Culture Representative; Jennifer Cummings will serve as our Louisville Hotel Association (LHA) Representative. These roles will help communicate what is happening at Louisville Tourism. He asked Matt and Jennifer to share a little bit about themselves. Cleo also shared the DWP Music Festival preliminary economic impact to be around \$41-42.7 million dollars. He also shared a new transportation trolley for downtown Louisville is in development with additional details to come.

Staff Reports

Finance Department - Chris Kipper

Chris Kipper presented the finance report for June & July, noting positive variances in transient room tax and investment income. Total revenues for the year are \$31 million, with total expenses of \$29.4 million, resulting in a net revenue variance of \$1 million. He also referred to the 2016 bonds and the annual principal and interest payment of \$3.76 million that was paid on June 1, 2025. You can find additional details of his report in the board book.

Destination Services Department - Zack Davis

Zack Davis shared an overview of the Attendee Market Segments, Group Accommodations Data, and Short-Term Rental Yearly Trends with the board members and fielded questions from the board members.

Other Staff Reports (Informational Only in Board Book)

- Executive Vice President Report
- Marketing & Communications Department
- Tourism Development Department
- Convention Sales Department

24/25 President & CEO Performance Incentive Plan & 25/26 Proposed President & CEO Incentive Plan

Chairman Greene asked Louisville Tourism Staff & Guest to step out of the meeting room, except Cleo Battle to discuss the President's 24/25 Performance Incentive Plan and to review his proposed 25/26 Incentive Plan.

24/25 President & CEO Performance Incentive Plan

Chairman Greene introduced the topic of the performance incentives earned by President and CEO Cleo Battle. During its prior meeting, the Executive Committee had reviewed the metrics of performance by President Battle in comparison with the previously-approved 2024-2025 incentives package, finding that President Battle's performance metrics under the established criteria entitled him to 96% of the incentive available, which is equivalent to 25% of his annual salary. In addition, the Extra Effort Incentive of 10% annual salary. The Executive Committee therefore presented a motion to the full Commission to approve the award to President Battle.

Chairman Greene - The Executive Committee has made a motion, in accordance with its finding that Cleo Battle has met 96% of the previously-approved 2024-2025 President & CEO Incentives Plan metrics as well Extra Effort Incentives goal, that the Board as a whole approve and authorize payment of said Performance Incentive in accordance with the Executive Committee's 96% finding. As it is a motion from the Executive Committee it does not require a second. After some discussion the motion passed unanimously. **All in favor. Motion Carried.**

25/26 President & CEO Incentive Plan

Chairman Greene next introduced a motion from the Executive Committee to set and approve an Incentive Plan for the President and CEO for 2025-2026, based upon similar criteria as the 2024-2025 Incentive Plan, but recognizing that some incentive thresholds were to be increased by previously adopted room night goals for the Commission.

Chairman Greene the Executive Committee has made motion to the Louisville Tourism Board that it approve, in accordance with the Executive Committee's own approval, the 2025-2026 President & CEO incentives Plan as presented, based upon budgeted metrics, and specifically including the same percentages as previously applicable to a) Definite Room Nights (25%) b) Rooms Sold (20%), c) Attraction Attendance (5%) and Financials (30%) in the 2024-2025 plan. As it is a motion from the Executive Committee it does not require a second. No further discussion. **All in Favor. Motion Carried** passed unanimously.

Executive Session

Chairman Greene asked for a motion to enter Executive Session at 3:55 PM pursuant to **KRS 61.810(1)(g)**, to discuss a specific proposal, the open discussion of which would jeopardize the siting, retention or expansion of a business event. The motion was made by **Scott Shoenberger**. Seconded by **Mike Anderson**. **Motion Carried.**

Mike Anderson made a motion to exit Executive Session at or around 4:05 PM to allow a vote on the matter. Seconded by **Guy Genoud**. **All in favor. Motion Carried.**

Chairman Greene stated we have a motion from the Finance Committee to authorize expenditures totaling \$650,000 payable over the period July 2026 through April 2028 to support an effort to host a two-week sports market event in June 2028. Louisville Sports Commission in consultation with Louisville Tourism will negotiate the particulars of such potential event 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. As the motion is from the Finance Committee, it does not require a second. There being no further discussion. **All in Favor. Motion Carried.**

Other Business

Adjournment

Chairman Greene called for a motion to adjourn at 4:10pm. Motion made by **Mike Anderson**. **All in Favor. Motion Carried.**

Respectfully submitted,
Stephanie Skinner

Secretary of the Meeting

Date signed: _____

Minutes approved by: *David Greene*
David Greene (Dec 16, 2025 16:10:41 EST)
Chair David Greene

Ryan Bridgeman
Ryan Bridgeman (Dec 16, 2025 16:55:45 EST)
Secretary/Treasurer Ryan Bridgeman










September 25 2025 Commission Meeting Minutes Draft

Final Audit Report

2025-12-16

Created:	2025-12-15
By:	stephanie skinner (sskinner@gotolouisville.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAS7-thlkqQbYSrxoprYAeXitdKqk-BkCS

"September 25 2025 Commission Meeting Minutes Draft" History

-  Document created by stephanie skinner (sskinner@gotolouisville.com)
2025-12-15 - 8:54:18 PM GMT
-  Document emailed to David Greene (david.greene@marriottlouisville.com) for signature
2025-12-15 - 8:54:22 PM GMT
-  Email viewed by David Greene (david.greene@marriottlouisville.com)
2025-12-15 - 9:08:39 PM GMT
-  Document e-signed by David Greene (david.greene@marriottlouisville.com)
Signature Date: 2025-12-15 - 9:10:41 PM GMT - Time Source: server
-  Document emailed to Ryan Bridgeman (rbridgeman@bfcompanies.com) for signature
2025-12-15 - 9:10:42 PM GMT
-  Email viewed by Ryan Bridgeman (rbridgeman@bfcompanies.com)
2025-12-15 - 9:11:19 PM GMT
-  Email viewed by Ryan Bridgeman (rbridgeman@bfcompanies.com)
2025-12-16 - 9:17:07 PM GMT
-  Document e-signed by Ryan Bridgeman (rbridgeman@bfcompanies.com)
Signature Date: 2025-12-16 - 9:55:45 PM GMT - Time Source: server
-  Agreement completed.
2025-12-16 - 9:55:45 PM GMT