

# Louisville Tourism Commissioners May 2025 Meeting

---

Thursday, May 22, 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 Green, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

George Stinson

Ryan Bridgeman

Mike Anderson

David Beck

Guy Genoud

Scott Shoenberger

**Absent:** Christi Lanier Robinson

## **LT STAFF & GUESTS**

Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Zack Davis, Mike Shull, Althea Jackson and recording secretary, Karen Johnson.

## **CHAIR WELCOME AND REPORT**

**David Greene** called the May Meeting to order at 3:01 pm. **David Greene** called for a motion to accept the April 7, 2025, commission meeting minutes as written. Motion made by **Mike Anderson**. Seconded by **Guy Genoud**. **All in Favor. Motion Carried.**

**David Greene** called for a motion to accept April 28, 2025, Special called commission meeting minutes as written. Motion made by **Scott Shoenberger**. Seconded by **Mike Anderson**. **All in Favor. Motion Carried.**

**David Greene** called for a motion to accept the 25/26 FY Commission Meeting Dates. Motion made by **Guy Genoud**. Seconded by **Mike Anderson**. **All in Favor. Motion Carried.**

## **NOMINATION COMMITTEE REPORT**

**Scott Shoenberger** provided the group with the Nominating Committee Report covering 25/26 FY Executive Officers. **Chairman Greene** stated as the motion was made by the Nominating Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

## **25/26 FY COMMITTEE ASSIGNMENTS**

**David Greene** briefly reviewed the 25/26 committee assignments.

## **LCVB COMMISSION BYLAWS FIFTH AMENDED - 1<sup>ST</sup> READING**

**Cleo Battle** turned the meeting over to **Mike Shull** who stated that the LCVB is currently on its fourth set of bylaws since inception and that there have been no amendments since before the pandemic. **Mike Shull** emphasized that no action would be taken during this meeting. **Mike Shull** stated that the updates were necessary due to the increase in the number of commissioners from 9 to 10 by Kentucky legislators and to review language related to the Louisville Tourism dba. **Cleo Battle** added that the formation of the proposed strategic planning committee would also require a bylaw amendment.

# Louisville Tourism Commissioners May 2025 Meeting

---

## **BOARD GOVERNANCE**

**Cleo Battle** recommended that the commissioners work to fill the LHA board liaison position that had been vacant since the pandemic, add another liaison to represent the museum and attractions sector, as well as create a new Governor's office representative position that would mirror that of the role occupied by Althea Jackson with the mayor's office. The representatives and liaisons would not have voting privileges, would not be designated as commissioners, and would not be subject to a bylaw amendment.

**Cleo Battle** outlined four additional governance-related plans. (1) Three of the six board meetings would host a key leader/community speaker, and three of the six board meetings would include educational discussions. (2) The board would participate in one or two receptions with other community boards per year. (3) Board governance software would be purchased in the coming weeks. (4) A revised conflict of interest policy would be created that would more accurately reflect the duties and community positions held by the commissioners.

## **FILM COMMISSION SIGNAGE**

**Cleo Battle** stated that Louisville Tourism has developed a close partnership with 502 Film and that Soozie Eastman and a small team are now working out of Louisville Tourism offices. **Cleo Battle** notified the commissioners that a Louisville Film Office sign, much like that of the Louisville Sports Commission, would be placed in the entrance hall.

## **STAFF REPORTS**

### **FINANCE/ADMINISTRATION REPORT**


**Chris Kipper** reported on the February and March room tax revenues. Total Revenue for the month of February was \$1,407,410, which was unfavorable by \$357,436, or -20%. However, year-to-date, the transient room tax increased by 8% compared to the same period last year. The variance in all other revenue accounts was minimal for the month. Transient room tax for the month of March was \$2,411,473, exceeding expectations by \$111,250, or 5%. Year-to-date, transient room tax increased by 10% compared to last year. Matching funds totaled \$427,909, falling short of the budget by \$79,351, or 16%, due to a reduced allocation from the Commonwealth. All other revenue accounts showed minimal variance. Total revenues for the fiscal year were \$283,286 above budget.

## **ADJOURNMENT**

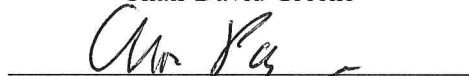
**David Greene** made a motion to adjourn. Motion made by **Guy Genoud**. Seconded by **Mike Anderson**. All in Favor. *Motion Carried.* Meeting adjourned at 3:39 pm.

Minutes submitted by: Recording Karen Johnson

Minutes approved by:



Chair David Greene



Secretary/Treasurer Chris Poynter