

# Louisville Tourism Commissioners January 2023 Meeting

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January 26, 2023, at 3:00 p.m. hosted at Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202.

## **Commissioners Present:**

Sarah Robbins, Chair  
David Greene, Vice Chair  
Chris Poynter, Secretary & Treasurer  
Laura Douglas  
Scott Shoenberger  
George Stinson  
Guy Genoud

## **CVB STAFF & GUESTS**

Cleo Battle, Chris Kipper, Zack Davis, Sonia Fong, Mike Shull, Althea Jackson, and recording secretary, Stephanie Skinner.

## **CHAIR WELCOME AND REPORT**

**Chair Sarah Robbins** called the January Meeting to order at 3:02pm. Upon asking for a motion to accept the November 29, 2022, meeting minutes as written. **Chris Poynter** made the motion; **Scott Shoenberger** seconded. **Motion carried.**

## **FINANCE REPORT**

**Chris Poynter, Chair** of the Finance Committee updated the Commission on the latest meeting of the Finance Committee with Chris Kipper assisting with explanation. We discussed 3 items under the 21/22 Additional Funds. (1) Airport Welcome Center - \$350,000, (2) Downtown Ambassador Program - \$190,000, and (3) Legacy Account Support Fund – up to \$669,000.

The ARPA Grant has given us the flexibility to invest in projects that will have lasting impact for our community with increased community pride and an unforgettable visitor experience. The launch of an Airport Welcome Center would allow an in-person presence at the Muhammad Ali International Airport. The cost is estimated to be \$350,000.

Louisville Downtown Partnership Ambassadors Program. Louisville Tourism would like to invest \$190,000 per year over a two-year period to support the hire of (3) additional ambassadors that would be designated to the Hospitality and Safety Team. After two-years the program would be evaluated to determine whether it should sunset or continue in some form. This would give us additional support and priority of 3 ambassador's workload for hospitality and safety needs for events downtown.

Legacy Account Support Fund. We feel it is in our best interest of the organization to establish a relief fund to assist potential accounts that will see new expenses because of House Bill (HB) 8. The request would be up to \$669,000 and would only be used on events happening in the 2023 calendar year (one-time assist).

After a lengthy discussion, Chair Sarah Robbins called for a motion to approve 22/23 budget amendments for all 3 of the 21/22 additional funds requests totaling up to \$1,209,000 with the added safeguards

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discussed. **Chris Poynter** made a motion to move adoption of the finance committee's proposal with a proviso that the safeguards and essential reviews be incorporated on the three items proposed. **All in Favor. Motion Carried.**

## **PRESIDENT'S REPORT**

**Cleo Battle**, due to a lengthy meeting and your feedback from our board retreat on restructuring our board reporting at our meetings, I will keep my part brief. I will be in Frankfort for the short session along with the rest of our industry working on the language from HB 8. I have also given each of you a copy of an article from an interview Doug did with the Courier Journal about the impact of tourism—it was a great story. Lastly, I wanted to congratulate Guy Genoud on his nomination of restaurateur of the year.

## **FINANCE REPORT**

**Chris Kipper** shared the revenue and expenses for the months of October & November 2022.

## **MARKETING COMMUNICATIONS REPORT**

**Stacey Yates** shared a couple highlights. We made the New York Times Magazine- 52 Places to Go-- Louisville was #40 on the list. It mentioned a lot of things about Louisville like our bourbon, Derby and in particular our thriving LGBTQ Scene. Articles like this are very helpful for us in the political climate when we find ourselves in with states like us that legislation is being pushed out that seems anti-LGBT, like the bathroom bill. We have meeting planners reaching out and don't want to come due to these changes, as well as the added tax & expenses that HB 8 has presented.

## **TOURISM DEVELOPMENT REPORT**

**Nicole Twigg** shared highlights on growing our African American Visitation from our current 11% to 14% by the year 2025. Growing our African American visitation really resides in three different spaces. Experience Development, Strategic Partnerships, and one that I feel is most important is our work with our Black Tourism Advisory Council, which was created in 2020. This has accomplished booked events for 2023 in this space like, National Baptist Convention-June 19-24<sup>th</sup>, African American Golf Expo-Aug 19-22<sup>nd</sup>, Black Bourbon Society- 3-year contract that will take place over Labor Day Weekend and the Nomadness Festival.

## **ADJOURNMENT**

**Chair Sarah Robbins** made a motion to adjourn. **All in Favor. Motion carried.** Meeting adjourned at 4:18 p.m.

Minutes submitted by: Recording Secretary Stephanie Skinner

Minutes approved by:



Chair Sarah Robbins



Secretary/Treasurer Chris Poynter