

Louisville Tourism Commissioners March 2022 Meeting

March 24, 2022, at 3:00 p.m. hosted at Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky.

Commissioners Present:

Sarah Robbins, Chair
David Greene, Vice Chair
Chris Poynter, Treasurer/Secretary
Kate Latts
Scott Shoenberger
Ryan Bridgeman
Guy Genoud

CVB STAFF & GUESTS

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

CHAIR WELCOME AND REPORT

Chair Sarah Robbins after confirmation of a quorum the March meeting was called to order at 3:00pm. Upon asking for a motion to accept the January 27, 2022, minutes as written. **Ryan Bridgeman** made the motion; **Kate Latts** seconded. **Motion carried.**

Chair Robbins asked Chris Poynter to report on the latest meeting of the Finance Committee held prior to the Commission meeting.

FINANCE COMMITTEE REPORT

Chris Poynter, Chair of the Finance Committee along with **Chris Kipper** explained the following recommendation/approval made by the Finance Committee at their last meeting on March 14, 2022.

- **FY 22/23 Proposed Goals and General Fund Budget**

Chris Kipper gave some background highlights on the process of the proposed FY 22/23 General Fund Budget and then requested Doug Bennett to share a summary of the Marketing, Tourism, and Convention Development department goals and strategies with the members. After a brief discussion. **Chair Robbins** called for a motion to approve the 22/23 Proposed Goals and General Fund Budget as presented. A motion was made by **Chris Poynter**. Seconded by **David Greene**. **All in Favor.** **Motion Carried.**

- **22/23 Debt Service Fund Budget**

Chris Kipper gave an overview of the 22/23 Debt Service Fund. After a brief discussion, **Sarah Robbins** called for a motion to approve the FY 22/23 Debt Service Fund Budget

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Resolution as presented. Motion made by **Scott Shoenberger**. Seconded by **Guy Genoud**. **All in Favor. Motion Carried.**

- **FY 21/22 Revised Budget- General Fund**

Chris Kipper gave an overview of the FY 21/22 Revised Budget-General Fund. After explanation Sarah Robbins called for a motion to approve the revised 21/22 General Fund Budget as presented. Motion made by **Scott Shoenberger**. Seconded by **Kate Latts**. **All in Favor. Motion Carried.**

- **2021-2022 Revised Budget- Debt Service Fund**

Chris Kipper gave a summary of the Revised Debt Service Fund to the members. After explanation, Sarah Robbins called for a motion to approve the 21/22 Revised Budget- Debt Service Fund in the amount of in the amount of \$13,283,889. Motion made by **Guy Genoud**. Seconded by **Ryan Bridgeman**. **All in Favor. Motion Carried.**

COMMUNITY INVESTMENT COMMITTEE REPORT

Scott Shoenberger, Chair of CIC shared some highlights on 2 grants that were reviewed and approved at the last CIC meeting on March 11, 2022. Scott then made recommendations to Commission for final approval.

- Roots 101 African American Museum- Funding to be used for Sankofa - \$25,000
- Waterfront Park Photography & Media- \$26,000

Sarah Robbins called for a motion for final approval of both grants totaling \$51,000. Motion was made by **Scott Shoenberger**. Seconded by **Kate Latts**. **All in Favor. Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle shared just a few highlights of his President's Report due to the amount of time already spent on the FY22/23 budget approvals. Cleo reported that he was in Frankfort for the press conference regarding the announcement of the EDA Grant. Kentucky was awarded \$5.3 million for Kentucky Tourism and Louisville received \$1.3M of that money. The Governor said this is a drop in the bucket towards tourism. We need our Senate and House to make an amendment to include tourism in the budget. We feel good about where we are with the legislators, and we have our fingers crossed that they will come through in funding tourism. I also wanted to make the Commission aware that we made a change in marketing agency. We are moving from BCH to Doe-Anderson. We will be transitioning to them in quarter four. We are looking forward to partnering with them and seeing what they can do for Louisville Tourism.

ADJOURNMENT

Chair Robbins with no other business, can I get a motion to adjourn. **Scott Shoenberger** made the motion; seconded by **David Greene**. **Motion carried.** Meeting adjourned at 4:19 p.m.

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Minutes submitted by:

Recording Secretary Stephanie Skinner

Minutes approved by:



Chair Sarah Robbins



Secretary/Treasurer Chris Poynter