

Louisville Tourism Commissioners November 2022 Meeting

November 29, 2022, at 3:00 p.m. hosted at Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202.

Commissioners Present:

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

CVB STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Zack Davis, Sonia Fong, Mike Shull, Althea Jackson, Jon Magrum & John Hill with MCM, and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

Vice Chair David Greene called the November Meeting to order at 3:01pm. Upon asking for a motion to accept the September 29 and October 31, 2022, meeting minutes as written. **Laura Douglas** made the motion; **Guy Genoud** seconded. *Motion carried.*

FINANCE REPORT

Chris Poynter, Chair of the Finance Committee updated the Commission on the latest meeting of the Finance Committee. There were no items that required approval by the Finance Committee and then formerly introduced Jon Magrum and John Hill from MCM CPA's & Advisors to give a brief overview of the 21/22 Financial Audit findings that were explained in detail at the finance meeting.

FY 21/22 AUDIT REPORT

John Hill & Jon Magrum shared an overview of the 21/22 Audit and highlighted their findings with the board. Their report found no issues or discrepancies of the 21/22 Financial Audit. After some discussion of their report, **David Greene** called for a motion to approve the FY 21/22 Financial Audit as presented. **Chris Poynter** made the motion. Seconded by **Laura Douglas**. **All in Favor.** *Motion Carried.*

PRESIDENT'S REPORT

Cleo Battle, started off by thanking all the members that came to the board retreat. We received lots of feedback & we are going to go through it all and implement those suggestions & report back. As you can see, we are light on staff attending today due to the Travel South Group in town. We would also like to extend an invitation to the IAEE EXPO! EXPO! to each of you in December. Stephanie will get that information to you if you would like to attend. Cleo also shared the latest update on the Tourism Improvement District (TID). Our public hearing is scheduled for December 6th at 3:00pm. We hope you can be there to support this effort. We are in the final stages of getting this project approved.

EVP REPORT

Doug Bennett covered a brief overview of the VRMA International Report with the board. Some of those topics covered were stats on global vacation rentals verses hotel, gas prices, and inflation. While

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Americans see an economic recession looming, many still view travel as “essential” and remain committed to spending on travel even in an economic downturn.

FINANCE REPORT

Chris Kipper shared the revenue and expenses for the months of August & September.

DESTINATION SERVICES REPORT

Zack Davis shared a few highlights from the 2022 Rose Awards and shared some pre-pandemic verses where we are now stats of peak hotel room nights for the city in the months of February, March, June, July, September, and October 2022. They are still consistently peak months even after the pandemic.

TOURISM DEVELOPMENT REPORT

Doug Bennett gave a few highlights from Nicole Twigg’s report, in her absence regarding United Kingdom Travel and the 2023 Nomadness Event.

CONVENTION SALES REPORT

Sonia Fong shared her excitement of hosting the IAEE EXPO! EXPO! which is a sold-out show that we are hosting on December 13 & 14. As Cleo stated earlier, please let us know if you would like to attend this event. She also gave a brief overview of her report to the board.

MARKETING COMMUNICATIONS REPORT

Doug Bennett shared a few highlights in the absence of Stacey Yates. We had a strong accolade month. A new tradition of the Hot Brown week in Louisville that took place October 24-30th received a lot of attention. This new tradition was well received, and we plan to grow it bigger and better every year.

OTHER BUSINESS

Cleo Battle reminded everyone in the room of our Holiday Industry Social that we have partnered with LHA is December 8, 2022, from 4:00pm to 6:00pm. We have around 125 people that have already RSVP’d and we hope each of you can stop by for this event.

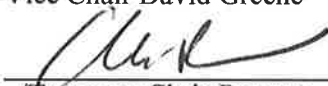
ADJOURNMENT

Vice Chair David Greene called for a motion to adjourn. Scott Shoenberger made the motion. Seconded by Laura Douglas. All in Favor. Motion carried. Meeting adjourned at 3:42 p.m.

Minutes submitted by: Recording Secretary Stephanie Skinner

Minutes approved by:


Vice Chair David Greene


Secretary/Treasurer Chris Poynter