

Louisville Tourism Commissioners September 2022 Meeting

September 29, 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, Secretary & Treasurer
Kate Latts – via Zoom Communications
Ryan Bridgeman
Laura Douglas
Scott Shoenberger
George Stinson

CVB STAFF & GUESTS

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

CHAIR WELCOME AND REPORT

Chair Sarah Robbins after confirmation of a quorum the September meeting was called to order at 3:01pm. Upon asking for a motion to accept the July 28, 2022, minutes as written. **Chris Poynter** made the motion; **Laura Douglas** seconded. **Motion carried.**

CIC COMMITTEE REPORT

Scott Shoenberger, Chair of the Community Investment Committee shared recommendations from the September 22nd meeting of grant applications from July 2022 applicants. After a brief overview of each grant request, **Chair Shoenberger** made the following recommendations to the Commission, totaling \$47,500:

- Paristown Fete De Noel - \$10,000
- Parrotheads in Paristown - \$10,000
- Belle of Louisville: Kentucky Bourbon Cruise Series - \$5000
- Friend of Waterfront Park: Hot Brown Showdown - \$10,000
- Kentucky Derby Museum: "Rider's Up Bourbon Event Series - \$12,500

Chair Robbins called for a motion to approve the grants as presented by CIC Committee. A motion was made by **Kate Latts**. Seconded by **Ryan Bridgeman**. **All in Favor.** **Motion Carried.**

FINANCE REPORT

Chris Poynter, Chair of the Finance Committee updated the Commission on the latest recommendation & approvals made from the September 29th meeting and asked **Chris Kipper** to share more specifics on each item.

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1. **American Rescue Plan Grant (ARPA) – Tranche 2 – DMO's \$8.1M** (including required 10% match) and Tranche 3 – Meetings & Conventions \$5M. **Chair Robbins**, called for a motion to approve the ARPA Tranches 2 and 3 grant amounts and related 10 percent match, including associated budget amendments, as presented. A motion was made by **George Stinson**. Seconded by **Chris Poynter**. **All in Favor.** *Motion Carried.*
2. **21/22 Additional Funds-** Budget amendment of \$991,500 for the 22/23 fiscal year. **Chris Kipper** gave a brief explanation of the budget amendment and after a brief discussion, **Chair Robbins** called for a motion to approve the budget amendments totaling \$991,500 for the 22/23 fiscal year as presented. A motion was made by **Chris Poynter**. Seconded by **Scott Shoenberger**. **All in Favor.** *Motion Carried.*
3. **KICC Capital Improvement Fund (CIF) Request-** **Chris Kipper** shared an overview of KICC's CIF items for approval. After a brief discussion, **Chair Robbins** called for a motion to approve a budget amendment for the specified KICC Capital Improvement Fund items totaling \$301,500 for the 22/23 fiscal year. A motion was made by **Scott Shoenberger**. Seconded by **David Greene**. **All in Favor.** *Motion Carried.*

PRESIDENT'S REPORT

Cleo Battle shared an update on the tourism management district project. We have been busy collecting petition signatures from hoteliers since August from hotels with 50 rooms or greater. We have met the petition number criteria and will be handing those over to the city attorney tomorrow. If everything goes well, we should be assigned to a committee for review and approval then on to the full Metro Council for final approval at the end of October. (*Our Board members would like to know the date once it goes in front of the entire Metro Council to show their support.) Cleo and Zack Davis shared some highlights on the 78 Social Program. Then Cleo finished his report with a video of last year's Rose Awards and invited each of them to our next Rose Awards event taking place at the Louisville Palace on November 3rd. All board members should have a calendar invite as a reminder.

EVP REPORT

Doug Bennett shared a brief overview from his report from the Longwood Visitor Profile and entertained any questions from board members.

FINANCE REPORT

Chris Kipper covered the finance report highlights for the months of June and July 2022. As you can see our transient room tax remains strong. Additional information about June & July revenue and expenses can be found in his report.

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DESTINATION SERVICES REPORT

Zack Davis shared some highlights from a graph showing hotel occupancy during major events in the city which continue to impact hotel occupancy year over year. As you can see, we are slowly getting back to 2019. Zack also shared some updates on his Strategic Alliance Team, made up of Melissa Sparks, Olivia Woods, & Kathryn Peck.

TOURISM DEVELOPMENT REPORT

Nicole Twigg shared 3 quick event recaps. Bourbon & Smoke Pop-up at the end of August at the Dream Hotel in Nashville, we hosted the Black Bourbon Society over Labor Day Weekend, which has also led to Louisville hosting Bourbon Boule in 2023 & 2024 which is normally hosted in New Orleans. Recently, our team attended Nomadness Tribe Festival in Newark, New Jersey and shared a few details from that event and ended with some international market updates.

MARKETING COMMUNICATIONS REPORT

Doug Bennett, shared in Stacey Yates absence a few of the newest accolades for Louisville. He made special note of #9 - 2022's Top 25 Historic Hotels of America Most Magnificent Art Collections-21c Museum and #20 – The 27 Most Haunted Hotels in America – Seelbach.

CONVENTION DEVELOPMENT REPORT



Sonia Fong gave an update on the National Baptist Convention. They are coming in two weeks to do a final site visit for their event that we are hosting in June of 2023. There will be 1000 in attendance with 30K room nights. Sonia shared some additional updates from her team that you will find in her report.

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 4:39 p.m.

Minutes submitted by: Recording Secretary Stephanie Skinner

Minutes approved by:


Chair Sarah Robbins *On behalf of Sarah Robbins absence*
Vice Chair - David Greene

Secretary/Treasurer Chris Poynter