

Special Called Louisville Tourism Commissioners April 2025 Meeting

Monday, April 28, 2025, at 8:30 AM EDT

Louisville Tourism, 401 W. Main Street, Louisville, KY 40202

Virtual Meeting:

Commissioners Present:

David Greene, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

Mike Anderson

Christi Lanier-Robinson

Guy Genoud

George Stinson

Scott Shoenberger

Ryan Bridgeman

David Beck

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Mike Shull, and recording secretary, Stephanie Skinner.

CHAIR WELCOME

David Greene called the Special Called April 28, 2025, Meeting to order at 8:31 AM. Thank you to everyone for making time for this meeting this morning. I am going to turn it over to Cleo Battle & Chris Kipper for further explanation regarding the Proposed SDF MRG Request involving the Louisville Airport.

Cleo Battle first shared some history before the pandemic regarding our partnership with Louisville Airport and how it relates to one of our seven priorities related to our 2020 10-yr Destination Strategic Plan. Air service development was on those priorities. Our strategic plan recommended that incentives be put in place to recruit carriers for Louisville. Both Metro Council and the Mayor have also encouraged our board to consider tourism infrastructure projects, which align with Louisville Tourism's seven priorities built in our plan.

PROPOSED SDF MRG REQUEST

The original request that we communicated last Thursday was for us to fund a Minimum Revenue Guarantee (MRG) for Louisville (SDF) to Minneapolis (MSP) round trip service with Sun Country Airlines for a 3-month service period (May, June & July) for up to \$100,016 to continue service for two weekly round trips (Mon & Fri) represents 22 round trip flights. This is the only time Sun Country flies this route. They are asking for the MRG to cover their shortfall, estimated at \$100,015 to continue service. They also agreed to add service over the two-week period of the DWP Festivals in September, representing (4) additional round trip flights and adding an additional \$15K. Changing the total MRG request to \$115K.

Chris Kipper stated there was an update over the weekend, changing the proposed MRG request. The airport communicated that their Foundation, The Louisville Renaissance Zone Corporation (LRZC) would cover 30% of the MRG and Louisville Tourism would cover the remaining amount of \$70-80.5K. We would like to include the additional (2) weeks in September adding (4) additional round trip flights during the DWP Festival. Louisville Tourism would cover up to \$80.5K of the proposed MRG request.

Chairman Greene called for a motion to approve the SDF MRG request as presented covering up to \$80.5K to continue the service during the months of May, June, & July and (4) additional round trip flights in September during DWP Festival. **Chris Poynter** made the motion, Seconded by **Guy Genoud**. **All in Favor. Motion Carried.**

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ADJOURNMENT

Chairman Greene motioned to adjourn at 8:40am. Seconded by **Mike Anderson**. All in Favor. **Motion Carried.**

Minutes submitted by: Recording Secretary, Stephanie Skinner

Minutes approved by: _____


Chair David Greene


Secretary/Treasurer Chris Poynter