

Louisville Tourism Commissioners July 2023 Meeting

July 27, 2023, at 3:00 p.m. hosted Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202.

Commissioners Present:

Sarah Robbins, Chair
David Greene, Vice Chair
Chris Poynter, Secretary & Treasurer
George Stinson
Guy Genoud
Ryan Bridgeman
David Beck
Scott Shoenberger

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Sonia Fong, Nicole Twigg, Stacey Yates, Zack Davis, Thomas O'Brien, Frost Brown Todd, Phil Scherer, Commercial Kentucky, and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

Chair Sarah Robbins called the July Meeting to order at 3:00pm. Upon asking for a motion to accept the June 29, 2023, special called meeting minutes as written. **Guy Genoud** made the motion; **Scott Shoenberger** seconded. **Motion carried.**

FINANCE COMMITTEE REPORT

David Greene gave a brief highlight on the building lease analysis. As we have stated our current lease is up in November of 2023. Louisville Tourism hired Commercial Kentucky to review multiple buildings, then those were narrowed down to 3 building locations. After reviewing the lease analysis done by Commercial Kentucky, the decision to stay at the current location, One Riverfront Plaza was the best option. This would be on a 10-year lease-turnkey basis. After some discussion, Sarah Robbins called for a motion to allow the President & CEO of Louisville Tourism to finalize & execute a lease agreement for the office space at One Riverfront Plaza as presented. The motion was made by **David Greene**. Seconded by **Ryan Bridgeman**. **Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle reported that all departments met their goals and we finished strong for the 22/23 fiscal year. He also shared a few highlights on the various events and projects that took place that made it a very busy, but successful year. Our annual Destination Marketing Forum will be on August 10th at the Brown Hotel, everyone should have received a personal invitation. Our very own Stacey Yates will be moderating the panel discussion. We hope you can attend.

Louisville Tourism Commissioners July 2023 Meeting

FINANCE REPORT

Chris Kipper gave a brief overview for the months of April & May 2023. April was one of the strongest months for transient room tax that we have ever had as well as the month of March. The month of May was not as strong as last year, but I do feel there will be some carryover in June with the transient room tax. For additional information please see his report in the board book.

CONVENTION DEVELOPMENT REPORT


Sonia Fong shared that her department surpassed their 22/23 FY Goals. She highlighted future booked business and room nights associated with those events for 2024 through 2028. She also announced new staff that has joined her team since the last board meeting- Marysa Baker, Raelynn Cardwell, Emily Durham, and they are currently interviewing for the Northeast Regional Manager. Her report can be found in the board book for additional details.

MARKETING & COMMUNICATIONS REPORT

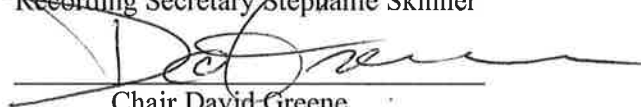
Stacey Yates reported on a few highlights on ads with Garden & Guns and Forbes Magazine. She also gave an update on an activation they are doing with partners and other towns in the state thanks to the ARPA funding. Additional information can be found in her board book report.

Before adjourning, **Cleo Battle** presented **Sarah Robbins, Chair**, a special gift for her years of service to our board. Sarah has served on this board since 2016 and has been a great mentor to me and to the success of Louisville Tourism. We wish her the very best. **David Greene** will lead our board starting September 2023.

Chair Sarah Robbins called for adjournment. Seconded by **Ryan Bridgeman**. *Motion carried.* The meeting adjourned at 3:56 pm.

Minutes submitted by:  Recording Secretary Stephanie Skinner

Minutes approved by:


Chair David Greene


Secretary/Treasurer Chris Poynter