

Louisville Tourism Commissioners July 2025 Meeting

Thursday, July 17, 2025, at 3:00 PM EDT

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

Meeting Room: Winner's Circle Board Room

Commissioners Present:

David Green, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

George Stinson

Christi Lanier Robinson

Mike Anderson

David Beck

Guy Genoud

Absent:

Ryan Bridgeman

Scott Shoenberger

Althea Jackson, Rep.

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Nicole Twigg, Zack Davis, Stacey Yates, Jason Sojka, Mike Shull, Rebecca Fleischaker, Kristi Schank, Reporter w/WAVE3 and recording secretary, Stephanie Skinner.

CHAIR WELCOME AND REPORT

David Greene called the May Meeting to order at 3:00 pm. **David Greene** called for a motion to accept the May 22, 2025, commission meeting minutes as written. Motion made by **Chris Poynter**. Seconded by **Mike Anderson**. **All in Favor.** **Motion Carried.** David Greene introduced our guest speaker **Rebecca Fleischaker**, Executive Director at Louisville Downtown Partnership to share a presentation with our board members.

SPECIAL GUEST PRESENTATION

Rebecca Fleischaker gave an overview of the structure of the Louisville Downtown Partnership (LDP), for members that may not be familiar with the organization. Louisville Downtown Partnership is an umbrella organization. They have two entities under that umbrella. One is the Downtown Development Corporation (DDC) and the other is the Downtown Windsor District. DDC focuses on strategic visionary thinking, while the Downtown Windsor District handles clean, safe, and beautification services. **Rebecca** emphasized the importance of a strong downtown for the city, highlighting its role in generating tax revenues and supporting various sectors. Rebecca covered the economic impact of downtown, including \$50 million in taxes supporting the city & 10K residents in the greater downtown area. She mentioned the \$2.3 billion investment currently underway, driven by tourism and urban development. She covered the strategic initiatives & public spaces focusing on creating reasons for people to visit and reinforcing downtown as a residential neighborhood. Other initiatives addressed were the ambassador & safety measures, noting the role of the 36 ambassadors that help maintain downtown cleanliness, safety, and infrastructure. Lastly, she addressed the transportation and enforcement initiatives, noting the push for an ordinance allowing open container carry in designated establishments, with support from Metro Council and encouraged the board members to come support this ordinance. The proposed area includes South Fourth Street, Main Street, and New Louisville. At the end of the presentation, she answered questions from the members.

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LCVB COMMISSION BYLAWS FIFTH AMENDED

David Greene addressed the board with the proposed changes & additions to the Louisville Tourism Commission By-Laws proposed at the May 22, 2025, board meeting. After some questions from the members regarding how a tie vote would be addressed under this language, **Mike Shull**, Attorney with Frost Brown Todd responded, stating it would be the same criteria as the state legislators follow when a piece of legislation is voted upon. In the case of a tie, the vote fails. It must pass with a majority vote. We have (10) voting members appointed to this board, and a majority vote would require no less than (6) members for the motion to pass. David Greene called for a motion to approve the LCVB Commission By-Laws Fifth Amended as presented. The motion was made by **Mike Anderson**. **All in favor. Motion Carried.**

BOARD GOVERNANCE FOLLOW UP

Cleo Battle updated the board members on the new non-voting representative Matt Wallace, with Kentucky Shakespeare as our new Arts & Culture Representative. He will be joining us at our September board meeting. We are still working on the representative from the governor's office and bringing back a Louisville Hotel Association (LHA) representative to the board. Cleo and Mike also addressed the addition of the Conflict-of-Interest Form that was included in the board book. Starting 25/26 fiscal year Louisville Tourism will be sending board members this form annually as a record keeping measure. **Cleo and Stephanie** also updated the members on the new board governance software set up and training for members at the September board meeting.

PRESIDENT'S REPORT

Cleo Battle addressed the board with a special board service recognition. This is Chris Poynter's last board meeting. Chris has served our board for (6) years. He was appointed to our board in May of 2019 and was a key leader on the board during the pandemic. He also served as Chair of the Finance Committee (4) of those years. His leadership and role on our board will be missed. Board members joined Cleo to thank him for his service and presented him with a gift.

STAFF REPORTS

- **FINANCE REPORT** – **Cleo Battle**

Cleo Battle covered an overview of April's Expenses & Revenue in the absence of Chris Kipper, CFO. He highlighted a favorable variance in expenses and a net revenue of \$1.4 million for the fiscal year.

- **CONVENTION SALES** – **Jason Sojka**

Jason Sojka provided an update on convention sales, noting a record 971,000 rooms booked in the last fiscal year, up 17% year over year. The team generated 17,178 leads, 106% of the goal, and identified 278,000 new rooms in new business. He covered upcoming events and shows, including Connect Marketplace and PCMA EduCon, as key opportunities for convention sales.

- **MARKETING & COMMUNICATIONS** – **Stacey Yates**

Stacey Yates shared the marketing team celebrates the success of the Great Gatsby PR campaign, which generated over 65 media placements and 710,000 views on Instagram. The campaign included events at Churchill Downs and the Filson, and a special edition book available at the visitor center. The team also received a nomination for an award from the US Travel Association

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for the campaign. She also updated the board on international partnerships and future. Discussing the impact of international travel disruptions and the importance of maintaining relationships with international offices in the UK and Germany. Despite some short-term challenges, the international markets remain stable and positive about returning to Louisville. The team plans to continue hosting industry shows and events to attract meeting planners and showcase the city's offerings. Some of the future plans addressed, included targeting new markets, such as Dallas, and developing small meetings incentives to drive business.

ADJOURNMENT

David Greene made a motion to adjourn. Motion made by **Chris Poynter**. Seconded by **Mike Anderson**. All in Favor. **Motion Carried.** Meeting adjourned at 4:03 pm.

Minutes submitted by: Recording Stephanie Skinner

Minutes approved by: *David Greene*
David Greene (Oct 8, 2025 14:05:16 EDT)
Chair David Greene

Ryan Bridgeman
Ryan Bridgeman (Oct 8, 2025 06:46:30 EDT)
Secretary/Treasurer Ryan Bridgeman

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Final Audit Report

2025-10-09

Created:	2025-10-08
By:	stephanie skinner (sskinner@gotolouisville.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAH2ATGo49Dn7Wi0TH1e4wIXeDudA67fAJ

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2025-10-08 - 5:59:48 PM GMT
-  Document emailed to David Greene (david.greene@marriottlouisville.com) for signature
2025-10-08 - 5:59:52 PM GMT
-  Document emailed to Ryan Bridgeman (rbridgeman@bfcompanies.com) for signature
2025-10-08 - 5:59:52 PM GMT
-  Email viewed by Ryan Bridgeman (rbridgeman@bfcompanies.com)
2025-10-08 - 6:00:37 PM GMT
-  Email viewed by David Greene (david.greene@marriottlouisville.com)
2025-10-08 - 6:04:38 PM GMT
-  Document e-signed by David Greene (david.greene@marriottlouisville.com)
Signature Date: 2025-10-08 - 6:05:16 PM GMT - Time Source: server
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Signature Date: 2025-10-09 - 10:46:30 AM GMT - Time Source: server
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2025-10-09 - 10:46:30 AM GMT