

# Louisville Tourism Commissioners May 2023 Meeting

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May 18, 2023, at 3:00 p.m. hosted at 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  
Kate Latts  
David Beck

## **CVB STAFF & GUESTS**

Cleo Battle, Doug Bennett, Chris Kipper, Sonia Fong, Nicole Twigg, Cory Skolnick, Frost Brown Todd, and recording secretary, Stephanie Skinner.

## **CHAIR WELCOME AND REPORT**

**Chair Sarah Robbins** called the May Meeting to order at 3:00pm. Upon asking for a motion to accept the March 23, 2023, meeting minutes as written. **Chris Poynter** made the motion; **Ryan Bridgeman** seconded. *Motion carried.*

**Chair Sarah Robbins** requested members to review the FY 23/24 Commission Dates and then called for a motion for approval as presented. **Chris Poynter** made the motion. Seconded by **Guy Genoud**. All in Favor. *Motion Carried.*

## **FINANCE REPORT**

**Chris Poynter, Chair** of the Finance Committee updated the Commission on the latest meeting of the Finance Committee and then turned it over to **Chris Kipper** for additional details.

- **22/23 Budget Amendment – International Visitor Research**

**Chris Kipper** and **Doug Bennett** gave an overview of the benefits of investing in this research to help better understand visitor spending behaviors and help drive tourism revenue. The cost would be \$25,000. **Chris Poynter** called for a motion to approve a 22/23 budget amendment to reallocate \$25,000 from mass marketing to research as presented. Motion made by **Chris Poynter**. Seconded by **Guy Genoud**. All in Favor. *Motion Carried.*

- **22/23 Budget Amendment – Office Space Design**

**Chris Kipper** gave a brief explanation of the cost to hire EOP Architect in the amount of \$26,000 to assist with the concept and schematic design of our current office space or new space. After some discussion, **Chair Sarah Robbins** called for a motion to approve the 22/23 budget amendment for office space design to reallocate \$26,000 from client events to professional fees as presented. Motion made by **David Greene**. Seconded by **Ryan Bridgeman**. All in Favor. *Motion Carried.*

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- **New Investment Accounts Resolution**

**Chris Kipper** shared details of opening two separate investment accounts for the KICC Capital Improvements and ARPA Funds. Chris Poynter called for a motion of approval of the resolution to open two new accounts with The Bank of New York Mellon. Motion made by **David Greene**. Seconded by **Guy Genoud**. All in Favor. **Motion Carried**.

## **PRESIDENT'S REPORT**

**Cleo Battle** gave an update on the new mandated legislation regarding board appointments approved by the 2023 General Session. Our commission is now a 10-member board with (3) appointments made by the Governor, (6) made by the Mayor, and (1) permanent appointment for the President of the Kentucky Venues. Cleo also shared an article from Travel & Leisure. According to Airbnb, the No. 1 trending destination in the US based on 2023 first-quarter searches is none other than Louisville, Kentucky. He also shared some updates on the GLLMD Board. The final slate of appointments has been signed off by the mayor and we are planning the 1<sup>st</sup> meeting next month.

## **FINANCE REPORT**

**Chris Kipper** shared an overview of February and March 2023. February transient room tax was \$1.6 M which was above budget by \$241,734.00 or 17 percent. Transient room tax was up by 27 percent fiscal year-to-date compared to the same period in the prior year. Total revenue was favorable to budget for the fiscal year by \$1,957,289, or 15 percent. Total expenses were under budget for the fiscal year by \$431,332, or 3 percent. March transient room tax was \$2.0M which was favorable for the month by \$281,510, or 16 percent. Transient room tax was up by 27 percent fiscal year-to-date compared to the same period in the prior year. Total revenue was favorable to budget for the fiscal year by \$2,376,314, or 16 percent. Total expenses were under budget for the fiscal year by \$472,788, or 3 percent.

## **DESTINATION SERVICES REPORT**

Doug Bennett gave a brief update in the absence of Zack Davis. March and April combined were up 26 percent YOY in hosted room nights and up 9 percent in number of events. March was one of the two largest months for booked room nights this year. Louisville Tourism's housing reservations are up 30 percent YOY. Doug also mentioned the Strategic Alliance team launched 78 Social endorsed learning program with a Bourbon 101 Class covering the evolution of the brand and impact on the destination.

## **TOURISM DEVELOPMENT REPORT**

**Nicole Twigg** shared a handful of updates about the spring attraction attendance from the top 20 attractions and distilleries. January through April attendance was at 707K as opposed to the same period in 2022, which was 605K. A 14 percent increase YOY. Our fiscal year goal is 3.5M visitors in attraction attendance and we are currently at 2.2M as of April. We feel confident we will hit our goals with the uptick in summer travel. Second, I wanted to give you all an update on the Welcome Center Project at the airport. We are in the process of finalizing our lease now and we are almost ready to issue an RFP for a vendor to design and construct our space. Our timeline for build up is September and hopefully up and ready by end of year operation. Nicole also gave an update on their sales efforts in the international space mentioning IPW- largest inbound travel trade show in the US, United Kingdom Epson Derby, and Germany Bourbon Tasting to name a few.

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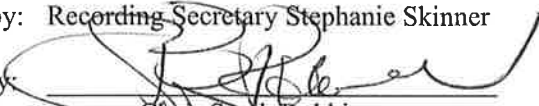
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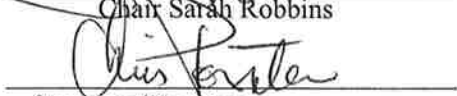
## ADJOURNMENT

**Chair Sarah Robbins** called for a motion to adjourn. Motion made by **Chris Poynter**. All in Favor.  
Motion carried. Meeting adjourned at 3:57 p.m.

Minutes submitted by: Recording Secretary Stephanie Skinner

Minutes approved by:

  
Chair Sarah Robbins

  
Secretary/Treasurer Chris Poynter