

Louisville Tourism Commissioners November 2023 Meeting

Thursday, November 16, 2023, at 1:30 PM EDT

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

Hosted by: Al J. Schneider Company, 401 W. Main Street, Suite 400

Commissioners Present:

David Green, Chair

Kate Latts, Vice Chair

Chris Poynter, Secretary & Treasurer

Mike Anderson

David Beck

Guy Genoud

George Stinson

Scott Shoenberger

Christi Lanier-Robinson

LT STAFF & GUESTS

Cleo Battle, Doug Bennett, Chris Kipper, Nicole Twigg, Sonis Fong, Zack Davis, Stacey Yates, Mike Shull, Althea Jackson, Cherry Bekaert Advisory LLC Group and recording secretary, Karen Johnson.

CHAIR WELCOME AND REPORT

David Greene called the November Meeting to order at 3:00 pm. **David Greene** introduced newly joining commissioner, Mike Anderson, to the group. **David Greene** announced the 2023/2024 FY Committee members and assignments. **David Greene** called for a motion to accept the September 28, 2023, meeting minutes as written. **Chris Poynter** made the motion; **All in Favor. Motion carried.**

David Greene then turned the meeting over to **Chris Poynter** for the Finance Committee Report.

FINANCE REPORT

Chris Poynter gave an overview of the previous finance meeting and turned it over to **Chris Kipper** for further explanations. **Chris Kipper** then turned the meeting over to the auditors, **Jon Magrum** and **John Hill**.

- **FY 22/23 AUDIT REPORT**

Jon Magrum, with Cherry Bekaert Advisory LLC Group reviewed audit details highlighting the compliance audit is triggered when federal funding over \$750,000 occurs. No noncompliance issues were discovered. **Jon** noted that the single audits will continue if federal expenditure of funds are over that \$750,000 threshold. He also noted that the statements are comparative and other than the grants it was a strong year from a tax perspective which created higher revenue and higher expenses. **Jon** then invited the group to ask questions. No questions were presented.

Chris Poynter made a motion to approve the FY 22/23 Audit Report. Seconded by **Scott Shoenberger. All in Favor. Motion Carried.**

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- **Budget Amendment for Office Build-out-**

Chris Kipper- explained the need for updating office furniture to increase the number of workspaces and stations to accommodate the increase in Louisville Tourism staff. **Chris Kipper** presented a furniture estimate and requested that the budget be amended to \$660,000. **David Greene** called for a motion to approve the office build out furniture budget increase to \$660,000. Seconded by **Scott Shoenberger**. **All in Favor. Motion Carried.**

- **Future Convention Bids -**

Doug Bennett gave an overview of the NorthStar Regional Industry Conference event taking place in June 2024 and requested a \$65,000 budget exception. **Chris Poynter** made a motion to approve the \$65,000 budget exception for NorthStar 23/24. Seconded by **Mike Anderson**. **All in Favor. Motion Carried.**

- **Doug Bennett** gave an overview of PCMA Educon -June 2025, \$450,000; Maritz Activate-August 2025, \$350,000; Ace Hardware- May 2026, \$125,000 and National Coalition of Black Meeting Professionals, (NCBMP)- February 2026, \$310,000, followed by a group discussion. **Chris Poynter** made a motion to approve. Seconded by **Mike Anderson**. **All in Favor. Motion Carried.**

PRESIDENT'S REPORT

Cleo Battle shared a few updates regarding team travel and the success of recent events such as Equip Expo, North American International Livestock show and the DWP Music Festivals. He also provided updates about the office renovations and The Greater Louisville Lodging Management District. Then reminded and invited the Board to attend the Rose Awards later that evening.

FINANCE REPORT

Chris Kipper gave a brief overview of the expenses & revenue for the months of August & September 2023.

TOURISM REPORT

Nicole Twigg shared a timeline, management logistics and design attributes that will be incorporated into the reimagined Downtown Visitor Center and newly opening airport visitor center.

CONVENTION DEVELOPMENT REPORT

Sonia Fong shared updates on upcoming convention groups, team travel and new staff members.

OTHER BUSINESS

Stacey Yates shared recent media accolades and publications with the members.

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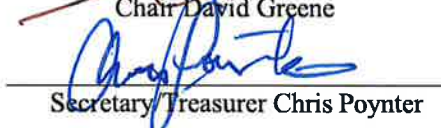
ADJOURNMENT

David Greene made a motion to adjourn. **All in Favor.** *Motion Carried.* Meeting adjourned at 4:16 pm.

Minutes submitted by: Recording Karen Johnson

Minutes approved by:


Chair David Greene


Secretary/Treasurer Chris Poynter