

Louisville Tourism Commissioners November 2018 Meeting

November 15, 2018 in the Louisville Tourism Board Room, 401 West Main Street, Louisville, Kentucky 40202.

Commissioners Present:

Donald Lassere, Chairman
Michael Grisanti, Secretary/Treasurer
Mike Berry
Mary Moseley
Sarah Robbins
David Beck

CVB STAFF & GUESTS

Karen Williams, Cleo Battle, Chris Kipper, Stacey Yates, Nicole Twigg, Zack Davis, Kristen Webb Hill, Brad Walker, and recording secretary, Ange McKinney.

Jon Mangrum, Mountjoy Chilton Medley.

CHAIR WELCOME AND REPORT

Chairman Donald Lassere called to order the regular meeting of the Louisville Tourism Commissioners at 3:04 PM EDT.

Chairman Lassere announced a quorum was present. Upon asking for a motion to accept the September 27, 2018 minutes, **Mike Grisanti** made the motion; **Mary Moseley** seconded. The **motion carried.**

FY 17/18 AUDIT REPORT

Michael Grisanti, Chair of the Finance Committee, introduced Jon Mangrum from Mountjoy Chilton Medley (MCM), who proceeded with presenting the 17/18 Audited Financial Statements and Independent Auditor's Report and Communication regarding the 17/18 Financial Statements.

FINANCE COMMITTEE REPORT

Michael Grisanti, Chair of the Finance Committee, summarized the Finance Committee meeting.

Mr. Grisanti indicated to the Commission that the Finance Committee voted to adopt and accept the audit report of Mountjoy Chilton Medley. He added that MCM performs a review of the definite room nights for Louisville Tourism. During this process a difference in two bookings totaling 309 room nights was noted. This difference had no impact on paid incentives. On behalf of the Finance Committee, **Mr. Grisanti** made a motion to accept the report of Mountjoy Chilton Medley. **Mary Moseley** seconded the motion. **Motion carried.**

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Mr. Grisanti, on behalf of the Finance Committee, made a motion to approve a budget exception in the amount of \$80,000 to be spent toward Connect Marketplace coming to town. This is not a change in the amount approved; the amount only needs to be added to the budget. **Mary Moseley** seconded the motion. **Motion carried.**

Mr. Grisanti, on behalf of the Finance Committee, made a motion to reclassify \$30,000 from the capital to the operating budget for the IT Department to explore a cloud-based solution for Louisville Tourism. This is not additional money. **Mary Moseley** seconded the motion. **Motion carried.**

GUEST SPEAKERS - LOUISVILLE REGIONAL AIRPORT AUTHORITY - DAN MANN & DARRELL WATSON

Karen Williams introduced Dan Mann, Executive Director, and Darrell Watson, Vice President of Strategy and Innovation, of the Louisville Regional Airport Authority. Mr. Mann proceeded with providing the Commission a summary of his first eight months as executive director. He is happy to report a good relationship with LRAD. LRAA and LRAD are working together to improve air service. This improvement begins with the first direct flight to LA in April. In fact, in the last eight months, Louisville has added 10 new non-stops. Mr. Mann and his staff are working to improve the airport both in appearance as well as service. They look forward to working with Louisville Tourism and the City of Louisville to promote events and serve visitors.

PRESIDENT'S REPORT

Karen Williams invited the Commission to look through the Board Book, staff reports and the great information on the success and promotion of Breeders' Cup. The weather was great, and we look forward to hosting them again very soon.

Ms. Williams reported that the Rose Awards was very well-attended and well-done by Ms. Sparks and Ms. Fitzpatrick again this year.

Ms. Williams indicated that **Stacey Yates** and her department are working on an event surrounding the first direct flight to LA, inviting key leaders to board the first voyage. **Ms. Yates** spoke a bit on the subject relating that her staff will be headed out the day before the first flight to prepare for the event. She also shared that her department is working on promoting the recently announced direct flight to New Orleans from a Bourton Street to Bourbon City angle.

Ms. Williams reminded the Commission of the Holiday Luncheon at Old Forester on December 12, the January 24th Board meeting (half-day retreat to talk about what's next for Louisville, an update from DestinationNEXT, and a regular board meeting -- 8:30 to 2:30).

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ADJOURNMENT

Chairman Lassere called for a motion to adjourn. **Mike Berry** made the motion; seconded by **David Beck**. **Motion carried.** Meeting adjourned at 4:20 p.m.

Minutes submitted by: Recording Secretary Ange McKinney
Minutes approved by:

Chairman Donald Lassere

Secretary/Treasurer Michael Grisanti