

# Louisville Tourism Commissioners September 2018 Meeting

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September 27, 2018 in the Louisville Tourism Boardroom, 401 West Main Street, Louisville, Kentucky 40202.

## **Commissioners Present:**

Donald Lassere, Chairman  
Jim O'Malley, Vice Chair  
Michael Grisanti, Secretary/Treasurer  
Mary Moseley  
Sarah Robbins  
David Greene  
David Beck

## **CVB STAFF & GUESTS**

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

## **CHAIR WELCOME AND REPORT**

**Chairman Donald Lassere** called to order the regular meeting of the Louisville Tourism Commissioners at 3:00 PM EDT. **Chairman Lassere** welcomed **David Beck** as a member of the Commission. **Chairman Lassere** also welcomed **Althea Jackson**, who represents the Mayor's Office, who gave the Commission a brief introduction of herself.

**Chairman Lassere** announced a quorum was present. Upon asking for a motion to accept the July 19, 2018 minutes, **Jim O'Malley** made the motion; **Michael Grisanti** seconded. The **motion carried.**

## **ASAE UPDATE**

**David Greene** shared with the Commission some pictures he took at ASAE in Chicago along with his impressions of the event. **Mr. Greene** was very complimentary of Louisville Tourism staff, describing those working the booth as professional, present, and intentional. He spoke to the event hosted by Louisville Tourism indicating that one would have thought it took place in Louisville.

## **FINANCE COMMITTEE REPORT**

The Finance Committee did not meet this month; however, **Michael Grisanti**, Chair of the Finance Committee, invited the Commissioners to look at the service provider schedule in the board book. After an RFP and interviews, BB&T Bank has been selected to assume the banking services for Louisville Tourism, and American Express will be providing corporate card services.

## **COMMUNITY INVESTMENT COMMITTEE REPORT**

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**CIC Chair Mary Moseley** asked **Cleo Battle** to provide an overview of what the CIC does as well as provide the monetary amounts recommended by the CIC. **Mary Moseley** made a motion that \$60,000 in CIC funding be distributed to the non-profit organizations reviewed and approved by the CIC; **Jim O'Malley** seconded the motion. **Motion carried.**

## **PRESIDENT'S REPORT**

**Karen Williams** thanked **David Greene** and **Donald Lassere** for attending ASAE in Chicago.

In light of the music festivals canceling due to the rain, Louisville Tourism worked with visitors and partners to offer concert goers things to do in Louisville. Anyone wishing to continue the visit to Louisville absent the concert received discounts at attractions. Hoteliers also helped by not charging cancellation fees. **Ms. Williams** thanked **David Beck** and his team for being willing to assist in the parking had Louder Than Life been able to go off as scheduled. The rain simply did not give us a break. This resulted not only in the second day of Bourbon and Beyond being canceled, but the cancellation of Louder Than Life as well.

**Ms. Williams** was assured by Danny Wimmer Presents that they still love Louisville and will be back next year with the addition of the new Hometown Rising country music festival.

Breeders' Cup is coming right up. We are very excited to be hosting this year.

**Ms. Williams** asked if you have not completed your Destination NEXT survey, please do. We will have the results ready for everyone October 11 at KICC. You will receive an invitation.

## **DESTINATION SERVICES REPORT**

**Zack Davis** provided an update on what's happening in the Destination Services. He called the attention of the Commission to the new dashboard format for the board book. Destination Services is on pace to meet its annual goals.

- The top three groups were: TFN Run for the Roses and Battle in the Boro, 49<sup>th</sup> Annual Street Rod Nationals, and Athletx - 2018 Youth Baseball and Softball Nationals Tournament.
- Trade Show News Network and Trusting for Insuring Education were successful. TEAMS 2018 is scheduled next week.
- In anticipation of Connect coming to Louisville in August of '19, Services set up "The Rose" in Salt Lake City.

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- Services has assisted with Breeders' Cup hospitality meeting and will be painting the town purple during the world championships.

## **EXECUTIVE VICE PRESIDENT'S REPORT**

**Cleo Battle** reviewed his portion of the dashboard indicating occupancy was down a bit in August. U.S. Travel reports a four percent year over year growth, marking the industry's 102<sup>nd</sup> straight month of increase in overall expansion. **Mr. Battle** also called attention to an article in the board book announcing seasonal, nonstop flights from Pittsburgh to Shanghai; all the while Pittsburgh enjoys a five percent increase in occupancy and a three percent gain in rooms with an 8.2 percent increase in rooms sold.

**Mr. Battle** continues his efforts in workforce development, meeting with all key players in the community on a regular basis.

## **FINANCE REPORT**

**Chris Kipper** provided a brief update of the financial status to the Commission, indicating that revenue continues to be driven by the bed tax and some expense savings. **Mr. Kipper** called specific attention to the bond summary on the dashboard.

## **MARKETING COMMUNICATIONS REPORT** **MARKETING COMMUNICATIONS REPORT**

**Stacey Yates** reported on the Chicago "Out of Home takeover" for Bourbon Heritage Month. Conversion results will be reported soon. As a follow-up to the convention trade journalist FAM the press team hosted for KICC's opening. Louisville has received over 1,000,000 impressions on the two or three posts from each of the six hosted journalists thus far. We will continue to monitor this coverage. Another major journalist FAM is scheduled for mid-October with 15 British journalists in a co-hosted visit with Kentucky Tourism, Lexington, and Owensboro.

**Ms. Yates** passed around the table a direct mail piece containing branded wood-grain sunglasses. These were sent to the entire meeting planner database with a message about Louisville's future being bright as KICC re-opened.

The press and social media teams are working on promoting Equestricon, which arrives in town just prior to Breeders' Cup, in an effort to increase ticket sales.

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## **CONVENTION SALES REPORT**

**Doug Bennett** reported that the Convention Sales Department is in great shape, solid on room nights. The regional team's goals are set out on the dashboard. Chicago's event hosted 73 clients; DC over 100 clients, and Atlanta 56 clients. Site visits hosted are at 40 percent. These are client-driven. To be at 40 percent is exceptional two months into the fiscal year.

TEAMS is coming back to Louisville; the group last visited in 2007. In two weeks, the team will be in Vegas at IMEX with 51 appointments over three days. This number will likely grow to 70.

## **TOURISM REPORT**

**Nicole Twigg** reviewed the dashboard for Tourism.

- VIC has had 8,714 walk-in visitors
- Chicago Leisure Pop Up Event was a success - Sold Out Event
- Breeders' Cup
  - Attractions will run in tandem with Breeders' Cup Festival
  - VIC will host an open house with hats, fascinators and BC merchandise on sale
- American Bus Association here January 2019

## **ADJOURNMENT**

**Chairman Lassere** called for a motion to adjourn. **Michael Grisanti** made the motion; seconded by **Mike Berry**. **Motion carried.** Meeting adjourned at 4:00 p.m.

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

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Chairman Donald Lassere

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Secretary/Treasurer Michael Grisanti