



Greater Louisville Lodging Management District  
**DBA: Louisville Hotel Partnership (LHP)**  
401 W. Main Street, Louisville, Kentucky 40202, Suite #2310  
**August 2024 Meeting**

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August 26, 2024, at 2:00 PM hosted at AL J. Schneider Company, 401 W. Main Street, Louisville, Kentucky 40202-4th Floor.

**Board Members Present:**

Eamon O'Brien  
Dana Mayton  
Samir Shah  
Chris Kipper

Andrew Blieden  
Jeff Parrish  
David Greene

Markus Winkler  
Mariah Gratz  
Doug Bennett

**Board Members Absent:** Jay Nichols, Andre Donley, Janet Tyre, Kaveh Zamanian, and Jamie Campisano

**GUESTS**

Amber Halloran, LHP Consultant; Nick Patel, Cleo Battle, Michael Fetter, and Karen Johnson, recording secretary.

**WELCOME**

**Chairman Eamon O'Brien** welcomed everyone to the meeting and officially called the meeting to order at 2:01 PM. **Chairman Eamon O'Brien** then requested a motion to accept the July 29, 2024 minutes, as presented. Motion made by **Andrew Blieden**. Seconded by **Samir Shah**. **All in Favor. Motion Carried.**

**REVIEW OF JUNE 2024 YTD FINANCIAL REPORT**

**Amber Halloran** reported that the June Total Revenue is \$3,057,311 and net assets are \$4,244,778. Total Net Assets and Liabilities are \$4,381,484.

**AUDIT SERVICES**

**Amber Halloran** informed the board that four proposals for the audit were received from various firms and that she recommended LMBC. She also stated that once approved she would further negotiate the contract to lower the fee based on the expected workload for the LHP. **Chairman Eamon O'Brien** requested a motion to approve awarding the audit contract as recommended. Motion made by **Andrew Blieden**. Seconded by **Samir Shah**. **Motion Carried.**

**BANKING SERVICES**

**Amber Halloran** informed the board that proposals for banking services were received from South Central Bank, Truist, PNC, and Chase. She recommended the board form a smaller group to finalize banking decisions and details. **David Greene** recommended that **Secretary-Treasurer Mariah Gratz** lead that group. **Chairman Eamon O'Brien** requested a motion to appoint **Mariah Gratz** to select members and lead a small banking committee. Motion made by **David Greene**. Seconded by **Andrew Blieden**. **Motion Carried.** **Mariah Gratz** abstained.

**UPDATES ON LHP (GLLMD) OPERATIONS**

**Amber Halloran** informed the group that she is still working through issues with Priceline and that LMRC is assisting in the process. **Amber Halloran** stated that she and **Chris Kipper** are working on the annual report that is required by ordinance to Metro Council.



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**REVIEW OF PRELIMINARY LHP SALES & PROMOTIONS PLAN**

**Doug Bennett** reviewed and discussed the LHP Mission and Vision then outlined preliminary ideas for attracting new business, increasing and building existing business, and ways to improve destination infrastructure. **Michael Fetter** outlined and discussed marketing and promotional strategies. **Chairman Eamon O'Brien** requested a motion to approve \$1.1 million to partner in marketing and promotional strategies with Louisville Tourism in the Online Travel Agency, (OTA) digital promotional campaign; Out of Home (OOH) Media and iHeart Media, Jingle Ball Campaign, September 1, 2024, through December 31, 2024. Motion made by **Andrew Blieden**. Seconded by **David Greene**. **Motion Carried.**

**NEW BUSINESS**

**Doug Bennett** requested to present three confidential business opportunities to the board. **Chairman Eamon O'Brien** requested a motion to go into Executive Session under KRS 61.810(1)(g) relating to discussions concerning a specific proposal, if open discussions would jeopardize the siting, retention, expansion, or upgrading of the business. Motion made by **Samir Shah**. Seconded by **Dana Mayton**. **All in Favor. Motion Carried.**

**Chairman Eamon O'Brien** asked for a motion to exit Executive Session. Motion made by **Dana Mayton**. Seconded by **Jeff Parrish**. **All in Favor. Motion Carried.**

Upon resuming open session, only five voting members were still present; therefore, the board did not have a voting quorum. The remaining group proposed scheduling a special meeting to vote on the time sensitive opportunities before the next regular meeting. A date will be set once all members are contacted regarding scheduling.

**ADJOURNMENT**

**Chairman Eamon O'Brien** motioned for adjournment. Motion made by **Dana Mayton**. Seconded by **Jeff Parrish**. **Motion Carried.** Meeting adjourned at 3:18 PM.

**Future LHP Board Meetings-Location TBD**

- Monday, September 23, 2024
- Monday, October 28, 2024

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:

A handwritten signature in black ink, appearing to be "E. O'Brien", written over a horizontal line.

Chair Eamon O'Brien

A handwritten signature in black ink, appearing to be "M. Gratz", written over a horizontal line.

Secretary Mariah Gratz