



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

December 2, 2024, at 2:00 PM hosted at Waterfront Botanical Gardens

Board Members Present:

Eamon O'Brien
Jeff Parrish
Jamie Campisano
Doug Bennett

Dana Mayton
Jay Nichols,
Mariah Gratz
Chris Kipper

Andre Donley
Andrew Blieden
David Greene

Board Members Absent: Janet Tyre, Samir Shah, and Markus Winkler
Resigned: Kaveh Zamanian

GUESTS

Cleo Battle, Jason Sojka, Amber Halloran, Mike Shull, and Karen Johnson, recording secretary.

WELCOME

Chairman Eamon O'Brien welcomed everyone to the meeting and officially called the meeting to order at 2:04 PM. **Chairman Eamon O'Brien** then requested a motion to accept the October 28, 2024, minutes, as presented. Motion made by **David Greene**, Seconded by **Jay Nichols**. **All in Favor. Motion Carried.**

REVIEW OF SEPTEMBER FY 2024 YTD FINANCIAL STATEMENTS

Amber Halloran reported that the September Total Revenue is \$1,966,438 with \$34,035 in interest totaling \$2,473,000 in Total Revenue/Sources. Total Net Assets and Liabilities are \$5,766,776.

REVIEW AND APPROVE PROJECT AND PURCHASING APPROVAL PROCESS

Amber Halloran presented the Project and Purchasing Approval Process as follows: for any project requiring LHP expenditures, a detailed estimate including necessary expenses and a business case outlining the benefits for LHP must be prepared and presented to the LHP board for approval. Approval will be recorded in the board minutes before funds are expended, allowing a 5% variance for the project manager. Projects will be tracked and expenses reported bi-monthly to the board. For purchases within the approved budget, different approval levels are required based on the amount, ranging from the Louisville Tourism EVP or CFO for amounts under \$10,000 to the LHP Board for amounts over \$100,000. All purchases over \$10,000 require a Purchase Order (PO) with necessary documentation submitted in Sage APA. Cash disbursements must be approved at specified levels, with amounts over \$10,000 requiring approval from two of the Treasurer, Chair or Vice Chair.

After a brief discussion, the group reached a consensus, and **Chairman Eamon O'Brien** requested a motion to approve the Project and Purchasing Approval Process as presented. Motion made by **Mariah Gratz**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

PRICELINE CREDITS FY 23-24

Amber Halloran and the group discussed the implications of the delayed \$91,000 Priceline FY 23-24 payment and the complications in crediting and tax reporting for membership that it created. **Amber Halloran** recommended rolling the payment into FY 24-25. **David Greene** raised concerns about Priceline and self-reporting reliability moving forward.



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After some discussion, the group reached a consensus, and **Chairman Eamon O'Brien** requested a motion to characterize funds received from Priceline for certain property owners for FY 23-24 who have already submitted payment to the LHP for FY 23-24 as a credit toward those amounts that said property owners would otherwise owe to LHP for their FY 24-25 Assessment(s). Motion made by **Andrew Blieden**, Seconded by **Mariah Gratz**. **All in Favor. Motion Carried.**

DELINQUENT PROPERTY UPDATE

Amber Halloran reported that twenty-five properties are delinquent for FY 23-24, totaling \$226,000. The board requested a final standard collection process be established and implemented within the coming weeks. **Amber Halloran** will add a rolling total of delinquent amounts into future financial statements.

UPDATES ON LHP (GLLMD) OPERATIONS

Amber Halloran stated that the audit is running smoothly and should conclude by mid-December.

NEW BUSINESS

Chairman Eamon O'Brien announced that Kaveh Zamanian had resigned.

Cleo Battle presented a Strategic Marketing Plan opportunity for the LHP through Northstar. The long term layered approach would keep Louisville top of mind for meeting professionals and site selection decision makers. The Program includes a mix of hosted buyer events, tradeshow, digital and print advertising, and lead generating programs.

After a brief discussion, the group reached a consensus, and **Chairman Eamon O'Brien** requested a motion to approve the Northstar Strategic Marketing Plan for 2024/25 Activities up to \$170,000 and to budget 2025/26 Activities up to \$175,000. Motion made by **Mariah Gratz**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

ADJOURNMENT

Chairman Eamon O'Brien motioned for adjournment. Motion made by **Jay Nichols**, Seconded by **Mariah Gratz**. **Motion Carried.** The Meeting adjourned at 3:43 PM.

Future LHP Board Meetings

- Monday, January 27, 2025; Louisville Tourism Office
- Monday, March 17, 2025; Louisville Tourism Office
- Monday, May 19, 2025; Louisville Tourism Office

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:


Eamon O'Brien (Jan 27, 2025 15:28 CST)

Chair Eamon O'Brien


Mariah Gratz (Jan 28, 2025 08:37 EST)

Secretary Mariah Gratz









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Final Audit Report

2025-01-28

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