



Greater Louisville Lodging Management District
DBA: Louisville Hotel Partnership (LHP)
401 W. Main Street, Louisville, Kentucky 40202, Suite #2310
January 2025 Meeting

January 27, 2025, at 2:00 PM hosted at Louisville Tourism

Board Members Present:

Mariah Gratz	Dana Mayton	Andre Donley
Jeff Parrish	Andrew Blieden	Jeff Hudson
Jamie Campisano	David Greene	Janet Tyre
Doug Bennett	Chris Kipper	

Board Members Absent: Eamon O'Brien, Jay Nichols, and Samir Shah

GUESTS

Jim Stevison, LMBC Auditor, Jason Sojka, Amber Halloran, Mike Shull, and Karen Johnson, recording secretary.

WELCOME

Secretary & Treasurer Mariah Gratz welcomed everyone to the meeting and officially called the meeting to order at 2:03 PM. **Secretary & Treasurer Gratz** then requested a motion to accept the December 2, 2024, minutes, as presented. Motion made by **Andrew Blieden**, Seconded by **Janet Tyre**. **All in Favor. Motion Carried.**

Secretary & Treasurer Mariah Gratz introduced and welcomed new Voting (ex-officio) board member **Jeff Hudson**. **Jeff Hudson** was recently appointed by **Mayor Greenburg** to replace **Markus Winkler**

REVIEW AND APPROVE FY24 AUDITED FINANCIAL STATEMENTS

Jim Stevison, LMBC Auditor, presented the audit to the board and stated that LMBCB received full cooperation from all LHP participants regarding the collection of data and information. The LHP successfully completed the audit with a clean report, and the audit results showed the LHP is fully compliant and passed with no major concerns or irregularities. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve transfer of \$3.5 million from the Truist bank account to the PNC investment account. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

REVIEW AND APPROVE CASH TRANSFER TO PNC INVESTMENT ACCOUNT

Amber Halloran provided an overview and recommended a \$3.5 million transfer to a PNC Investment account stating that our Truist interest rate is 1.48 % and that the PNC account can offer 4.5%. This investment would be fully liquid. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve the FY 2024 audit as presented. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

REVIEW OF NOVEMBER FY 2024 YTD FINANCIAL STATEMENTS

Amber Halloran reported that the November Total Revenue is \$3,137,678 with \$56,047 in interest totaling \$3,193,725 in Total Revenue/Sources. Total Net Assets and Liabilities are \$6,957,841. **Amber Halloran** also stated that there are 20 delinquent accounts, with amounts ranging between \$200 - \$30,000 and totaling \$213, 379 from last fiscal year.



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REVIEW AND APPROVE LHP POLICIES

FUND BALANCE POLICY: **Chris Kipper** provided an overview of the Fund Balance Policy citing GASB issued Statement No. 54, and noting The Louisville Hotel Partnership's (LHP) highest decision-making authority is the Board of Directors, which requires a formal vote to establish, modify, or rescind committed fund balances for specific purposes. When expenditures are made, restricted fund balances are used first, followed by committed, then assigned, and finally unassigned fund balances. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve the Fund Balance Policy as presented. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

DELINQUENT ASSESSMENT COLLECTION POLICY: **Amber Halloran** outlined the Delinquent Assessment Collection Policy explaining timelines and the roles and responsibilities shared by LHP, LMRC and Louisville Tourism. **Amber Halloran** requested the policy become effective immediately. The group discussed the process and requested that the policy language be changed to include phone calls to the property operator and property owner. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve the Delinquent Assessment Collection Policy as presented. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

MCE INCENTIVE POLICY: **Doug Bennett** introduced the Policy for Authorization for Louisville Tourism to Approve MCE Incentives. This policy grants Louisville Tourism the authority to approve Meetings, Conventions, and Events (MCE) incentives on behalf of the Louisville Hotel Partnership (LHP). It sets clear limits on approval powers and establishes reporting requirements to ensure fiscal responsibility and transparency. The group conducted a lengthy discussion and **David Greene** requested changes to the escalation threshold amount and reporting requirements. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve the Meetings, Conventions, and Events (MCE) Policy with the following changes: MCE exceeding \$100k must be submitted to the LHP Board of Directors and Louisville Tourism shall provide a report to the LHP Board of Directors at each of its meetings detailing all MCE incentives approved since the prior meeting. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

UPDATES ON LHP ACTIVITIES

Amber Halloran reminded the group that the LHP is required to submit FY Budget '25-'26 two months by May 1, 2025, two months before the July 1 deadline. **Amber Halloran** is currently creating an outline for the budget and will soon share more information. The group agreed that special budget meetings would need to be scheduled in April to accommodate the deadline.

NEW BUSINESS: REVIEW edUcon ATTENDANCE BUILDING

Doug Bennett presented a campaign to achieve a total attendance of 1000 participants at the June 1-4, 2025, edUcon conference, with 50-60% being meeting planners and 40-50% industry suppliers. The campaign will run from February 2025 to May 2025 and targets 17 chapters of PCMA and PCMA EMEA countries. Key components include providing six conference grants to each chapter, each valued at approximately \$600.00, covering conference registration and a travel stipend. The campaign will include collaboration, promotional, marketing, engagement activities and tracking and reporting. Investment to



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exceed \$65,000. **Secretary & Treasurer Gratz** stated that there was a motion from the Finance Committee to approve the PCMA edUcon Attendance Building Campaign up to \$65,000 as presented. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried.**

NEW BUSINESS: CONFIDENTIAL

Chris Kipper requested to present a confidential opportunity to the board. **Secretary & Treasurer Gratz** 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 **Janet Tyre**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

The group discussed the opportunity discussed previously during the last Finance Committee meeting and reached a consensus to vote.

Secretary & Treasurer Gratz asked for a motion to exit Executive Session. Motion made by **Jeff Parrish**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

Once resuming open session, **Secretary & Treasurer Gratz** requested a motion to approve an allocation up to \$100,000 per year, for 10 years, to secure or assist in the future siting or retention of multiple entertainment-related tourism and business events in Jefferson County, beginning in 2026. As the motion was made by the Finance Committee, it did not require a second and asked if there were any further requests for discussion. No further discussions were requested. **All were in favor. None opposed. The motion carried. Jeff Hudson** Abstained from voting.

ADJOURNMENT


Secretary & Treasurer Gratz motioned for adjournment. Motion made by **Janet Tyre**, Seconded by **Andrew Blieden**. **Motion Carried.** The Meeting adjourned at 3:11 PM.

Future LHP Board Meetings

- Monday, March 17, 2025; Louisville Tourism Office
- April Special Budget -TBD
- Monday, May 19, 2025; Louisville Tourism Office

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:


Eamon O'Brien (Mar 18, 2025 09:29 EDT)


Mariah Gratz (Mar 18, 2025 10:34 EDT)

Chair Eamon O'Brien

Secretary Mariah Gratz









25 Jan 27 LHP MINUTES APPROVED

Final Audit Report

2025-03-18

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