



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

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March 17, 2025, at 2:00 PM hosted at Louisville Tourism

**Board Members Present:**

Eamon O'Brien	Mariah Gratz	Dana Mayton
Jay Nichols	Andre Donley	Jeff Parrish
Samir Shah	Andrew Blieden	Jamie Campisano
David Greene	Janet Tyre	Doug Bennett
Chris Kipper		

**Board Members Absent:** Jeff Hudson

**GUESTS**

Cleo Battle, Jason Sojka, Michael Fetter, 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 2:01 PM. **Chairman Eamon O'Brien** then requested a motion to accept the January 27, 2024 minutes, as presented. Motion made by **Jay Nichols**, Seconded by **Secretary & Treasurer Mariah Gratz**. **All in Favor. Motion Carried.**

**REVIEW DECEMBER FY 24-25 FINANCIAL STATEMENTS**

**Amber Halloran** reported that the December Total Revenue is \$3,456,115 with \$65,300 in interest totaling \$3,521,415 in Total Revenue/Sources. Total Net Assets and Liabilities are \$7,165,220.

**REVIEW 25-26 BUDGET ASSUMPTIONS AND SCHEDULE**

**Amber Halloran** explained that the budget would be presented to the finance committee for approval on April 7, 2025, and brought for full board vote on April 14, 2025, followed by the LMRC Budget committee meeting on April 17, 2025. The date and time will be and shared with board members once confirmed.

**UPDATES ON LHP ACTIVITIES**

**Amber Halloran** informed the group that delinquent accounts have been reduced to only nine properties amounting to just over \$53,000 and that property liens will be enforced by the end of March. The group decided that **Andrew Blieden** would be the official signer on each lien as it must be signed by a board member that does not manage to a hotel property.

**Michael Fetter** presented the Expedia campaign and the Outdoor in Chicago marketing update.

**IPW PRESENTATION**

**Doug Bennett** repeated his March LHP Finance committee presentation requesting up to \$165,000 in LHP funding towards assisting Louisville Tourism in obtaining booth space, registration, and sponsorship fees for US Travel Association's IPW Tradeshow to be held in Chicago, June 14-19, 2025. **Chairman Eamon O'Brien** stated 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.**



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**NEW YORK/NORTHEAST SALES PRESENTATION**

**Doug Bennett** repeated his March LHP Finance committee presentation requesting up to \$115,000 in LHP funding towards assisting Louisville Tourism in a 90-day concentrated selling effort covering Boston, New York, Philadelphia, Baltimore, and Washington DC. The campaign will cover numerous industry events and target the following markets: Pharma, Medical/Healthcare, Corporate, and Association. **Chairman Eamon O'Brien** stated 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.**

**CONFIDENTIAL BUSINESS PRESENTATION**

**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 **Mariah Gratz**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

The group discussed the possible business opportunity and reached a consensus to vote.

**Chairman Eamon O'Brien** requested a motion to exit Executive Session. Motion made by **Mariah Gratz**, Seconded by **Andrew Blieden**. **All in Favor. Motion Carried.**

Once resuming open session, **Chairman Eamon O'Brien** requested a motion to approve an allocation up to \$100,000, per year, for 4 years, to secure or assist in the future siting or retention of multiple entertainment and sports related tourism and business events in Jefferson County, beginning in 2025. **Chairman Eamon O'Brien** stated 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.**

**ADJOURNMENT**


**Chairman Eamon O'Brien** motioned for adjournment. Motion made by **Mariah Gratz**, Seconded by **Andre Donley**. **All in Favor. Motion Carried.** The Meeting adjourned at 3:11 PM.

**Future LHP Board Meetings**

- Monday, April 14, 2025; Budget Meeting; Louisville Tourism Office
- Monday, May 19, 2025; Louisville Tourism Office
- Monday, July 21, 2025; Louisville Tourism Office

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:

  
Eamon O'Brien (Apr 15, 2025 15:30 EDT)

  
Mariah Gratz (Apr 15, 2025 16:59 EDT)

Chair Eamon O'Brien

Secretary Mariah Gratz









# 25 March 17 LHP MINUTES Approved

Final Audit Report

2025-04-15

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