

Louisville Hotel Partnership (LHP)

401 W. Main Street, Louisville, Kentucky 40202, Suite #2310

July 2025

July 21, 2025, at 2:00 PM hosted at Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202.

Board Members Present:

Mariah Gratz
Jay Nichols
Samir Shah
Doug Bennett

Dana Mayton
Jeff Parrish
Lesli Schaffer
Chris Kipper

Jeff Hudson
David Greene
Janet Tyre

Board Members Absent Eamon O'Brien, Andre Donley, Jamie Campisano, and Andrew Blieden,

GUESTS

Soozie Eastman, President 502 Film, Mike Shull, Amber Halloran, LHP Consultant and Karen Johnson, recording secretary.

WELCOME

Co-Chair Jay Nichols welcomed everyone to the meeting and officially called the meeting to order at 2:04 PM. **Jay Nichols** then requested a motion to accept May 19, 2025, meeting minutes, as presented. Motion made by **Dana Mayton**, Seconded by: **David Greene**. **All in Favor.** **Motion Carried.**

REVIEWED APRIL FY 24-25 FINANCIAL STATEMENTS DRAFT

Amber Halloran reported that the April Cash Revenue is \$5,424,361 with \$113,686 in interest totaling \$5,538,047 in Total Revenue/Sources. Total Net Assets and Liabilities are \$8,754,771. **Amber Halloran** stated that all financial data was in the process of being transferred into the Sage accounting platform utilized by Louisville Tourism and some delays in reconciling are to be expected.

UPDATES ON LHP ACTIVITIES

Amber Halloran informed the board that there are three delinquent accounts remaining from last fiscal year now total \$34,935. **Amber Halloran** informed the group that LMBC will begin the audit the week of September 29, 2025, with a full board presentation occurring during the November meeting.

Mike Shull provided an overview of the bylaw formation process, explaining that Articles 1–9 are required to comply with the ordinance, while Articles 10 and beyond will establish procedures and policies, resulting in a consolidated set of bylaws. He noted that the discussion period has been ongoing since the initial draft was delivered on June 24, 2025, and that each subsequent draft will undergo a 30-day circulation period for feedback and revisions. The board requested additional details be added regarding executive committee authority, MRE transactions, and ethics and conflicts of interest. **Mike Shull** will revise and redistribute the draft, initiating a new 30-day review period, with the goal of presenting a final draft for board approval at the September meeting.

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REVIEW LHP 2026-2027 MEETING SCHEDULE

Jay Nichols requested a motion to accept the LHP 2026-2027 Meeting Schedule as presented. Motion made by **David Greene**, Seconded by: **Samir Shah**. **All in Favor.** *Motion Carried.*

OTHER BUSINESS

Soozie Eastman, President, 502 Film, provided an overview of the marketing strategies and associated expenditures to be implemented as part of the 2025-2026 fiscal year Film Strategy Budget. The group discussed the development of a plan for reporting and metrics tracking within the initiative. **Mike Shull**, on behalf of the Board called for a motion to approve the set of expenditures as outlined in person by **Soozie Eastman** of the **Louisville Film Office**, formerly known as **502 Film** during her presentation at today's meeting further allocating with specificity \$750,000 previously allocated in the current budget already approved, including \$445,000 for in person activations and then additional \$304,000 in additional marketing opportunity expenditures. Motion made by **David Greene**, Seconded by: **Mariah Gratz**. **All in Favor.** *Motion Carried.*

ADJOURNMENT

Co-Chair Jay Nichols motioned for adjournment. Motion made by **Dana Mayton**, Seconded by: **Samir Shaw**. **All in Favor.** *Motion Carried.* The Meeting adjourned at 3:29 PM.

Future LHP Board Meetings

- Monday, September 15, 2025; Louisville Tourism Office
- Monday, November 17, 2025; Louisville Tourism Office
- Monday, January 26, 2026; Louisville Tourism Office

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:


Eamon O'Brien (Aug 19, 2025 11:49:47 EDT)

Chair Eamon O'Brien


Mariah Gratz (Aug 19, 2025 13:03:22 EDT)

Secretary Mariah Gratz









25 JULY Minutes Approved

Final Audit Report

2025-08-19

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