Louisville Hotel Partnership (LHP)

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

August 2025

August 18, 2025, at 2:00 PM hosted at Louisville Tourism, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202.

Board Members Present:

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

Board Members Absent: Jeff Parrish and Andrew Blieden

GUESTS

Mike Shull; Jason Sojka; Michael Fetter, Greg Fante; Amber Halloran, LHP Consultant and Karen Johnson, recording secretary.

WELCOME

Chairman Eamon O'Brien welcomed everyone to the meeting and officially called the meeting to order at 2:02 PM. **Chairman O'Brien** then requested a motion to accept the July 21, 2025, meeting minutes, as presented. Motion made by **Mariah Gratz**, Seconded by: **Samir Shah. All in Favor.** ***Motion Carried.***

REVIEWED of LHP ACTIVITIES

Michael Fetter shared that Louisville Tourism's Marketing Communications team is launching two major leisure market campaigns this fall. The NYC Fall '25 campaign will run from August 25 to October 19, featuring digital ads, banners, and paid social media targeting Manhattan and Brooklyn. Concurrently, a Chicago campaign will begin August 17 with a full takeover of Union Station and the Blue & Brown Line trains. **Jason Sojka** presented and provided an overview of the RFP Incentive promotional flyer. Following the presentations, **Chairman O'Brien** requested a motion to approve and adopt the Fiscal Year 25/26 Advertising Plan as presented. Motion made by **Jay Nichols**, Seconded by: **Janet Tyre. All in Favor.** ***Motion Carried***. Next, **Chairman O'Brien** requested a motion to approve and adopt the 3rd Party Promotions Program as presented in the provided document. Motion made by **Jay Nichols**, Seconded by: **David Greene. All in Favor.** ***Motion Carried***.

REVIEW AND APPROVE POLICIES

Mike Shull provided an overview of the bylaws presented for review. The board engaged in a lengthy discussion with many making comments and recommendations for revisions. **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.

NEW BUSINESS: CONFIDENTIAL

Doug Bennett requested executive session for the presentation of confidential opportunities. **Chairman 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 **Samir Shah. All in Favor.**

Motion Carried. **Greg Fante,** *President and Ceo,* Louisville Sports Commission presented two opportunities and answered member questions. The group discussed the opportunities and reached a consensus to vote on one.
Chairman O'Brien asked for a motion to exit Executive Session. Motion made by **Mariah Gratz,** Seconded by **Jay Nichols. All in Favor. *Motion Carried.***

Once resuming open session, **Chairman O'Brien** requested a motion to approve a one-time allocation of up to $60,000 to secure or assist in the future siting or retention of a sports-related tourism and business event in Jefferson County during the years 2026-2035, and to grant authority to the Chair to execute a sponsorship or infrastructure and improvement support contract for the same. Motion made by **Jay Nichols,** Seconded by **Andre Donley. All in Favor. *Motion Carried.***

OTHER BUSINESS
Karen Johnson provided the group with a quick overview of the new BoardEffect platform.

ADJOURNMENT
Chairman O'Brien motioned for adjournment. Motion made by **Samir Shaw**, Seconded by: **Jay Nichols. All in Favor. *Motion Carried.*** The Meeting adjourned at 3:30 PM.

Future LHP Board Meetings
- Monday, September 22, 2025; Louisville Tourism Office
- Monday, November 24, 2025; Louisville Tourism Office
- Monday, January 26, 2026; Louisville Tourism Office

Minutes submitted by: Recording Secretary Karen Johnson

Minutes approved by:

E O'B — Eamon O'Brien (Sep 17, 2025 10:35:34 EDT)

Chair Eamon O'Brien

Mariah Gratz — Mariah Gratz (Sep 19, 2025 08:52:53 EDT)

Secretary Mariah Gratz

25 AUG Minutes-Approved

Final Audit Report 2025-09-19

Created:	2025-09-17
By:	Karen Johnson (kjohnson@gotolouisville.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAMKGmb9UeV0CryoN2mL7rCSpm3MeSWyu4

"25 AUG Minutes-Approved" History

Document created by Karen Johnson (kjohnson@gotolouisville.com)
2025-09-17 - 1:26:43 PM GMT

Document emailed to Eamon O'Brien (eamon.obrien@omnihotels.com) for signature
2025-09-17 - 1:26:47 PM GMT

Email viewed by Eamon O'Brien (eamon.obrien@omnihotels.com)
2025-09-17 - 2:34:26 PM GMT

Document e-signed by Eamon O'Brien (eamon.obrien@omnihotels.com)
Signature Date: 2025-09-17 - 2:35:34 PM GMT - Time Source: server

Document emailed to Mariah Gratz (mariah@weylandventures.com) for signature
2025-09-17 - 2:35:36 PM GMT

Email viewed by Mariah Gratz (mariah@weylandventures.com)
2025-09-18 - 2:41:33 PM GMT

Document e-signed by Mariah Gratz (mariah@weylandventures.com)
Signature Date: 2025-09-19 - 12:52:53 PM GMT - Time Source: server

Agreement completed.
2025-09-19 - 12:52:53 PM GMT