

Unedited Transcript of Special Budget Committee - June 15, 2026

1 "Harward, Sonya" (3095770624)

00:06:29.519 --> 00:06:58.739

Yeah I'm good. Thank you.

2 "Harward, Sonya" (3095770624)

00:08:36.499 --> 00:09:05.479

Yes, AJF. Yeah, like a month Yeah, I heard, I heard I heard about the switch, but yeah.

3 "Harward, Sonya" (3095770624)

00:09:24.329 --> 00:09:41.339

We've got the items putting together pretty.

4 "Harward, Sonya" (3095770624)

00:09:41.339 --> 00:10:01.339

So, got some stuff from you guys chew.

5 "Harward, Sonya" (3095770624)

00:11:44.399 --> 00:12:01.709

How are you? Good.

6 "Harward, Sonya" (3095770624)

00:12:42.389 --> 00:13:00.929

Discussing.

7 "Harward, Sonya" (3095770624)

00:13:16.439 --> 00:13:36.439

Do you want to do it in the hallway or in chambers? Yeah.

8 "Harward, Sonya" (3095770624)

00:13:39.299 --> 00:13:56.729

Oh. Recently.

9 "Harward, Sonya" (3095770624)

00:14:16.729 --> 00:14:38.609

How are you good? That way.

10 "Harward, Sonya" (3095770624)

00:14:38.609 --> 00:14:58.609

Alright, so were you consulted in any way?

11 "Harward, Sonya" (3095770624)

00:14:58.609 --> 00:15:07.079

About before they were released last week or were you involved in crafting them at all? Yeah.

12 "Harward, Sonya" (3095770624)

00:15:07.079 --> 00:15:22.409

What were some of the things you really wanted to make sure we're in there? Well, I think and you gotta be careful about.

13 "Harward, Sonya" (3095770624)

00:15:37.559 --> 00:15:52.769

What do you think about the fact that if these went through, we would have a data center that goes against a significant amount of regulations?

14 "Harward, Sonya" (3095770624)

00:15:52.769 --> 00:16:12.769

Yeah, I think it's, you know, the regulations often lag you know development. And do you feel like.

15 "Harward, Sonya" (3095770624)

00:16:12.769 --> 00:16:31.229

And some of the out cry and some of the issues that people may have had with this project influenced a lot of what is in these draft regulations. Yeah, what primarily.

16 "Harward, Sonya" (3095770624)

00:16:31.229 --> 00:16:51.229

Have you heard anything to make you believe that there could have been a purposeful effort to delay these regulations until after the camp Ground Road data center had resubmitted its.

17 "Harward, Sonya" (3095770624)

00:16:51.229 --> 00:17:09.539

We have.

18 "Harward, Sonya" (3095770624)

00:17:09.539 --> 00:17:27.899

Yeah, and I have NO fruit that that happened. I'm just it's just something that people are, you know, concerned maybe that did happen. So are you upset that I mean, these were like four months late?

19 "Harward, Sonya" (3095770624)

00:17:27.899 --> 00:17:47.899

So did that make you a little bit upset? I mean, it was a little bit, you know, I hope that February, I understand. I will say what ended up coming out.

20 "Harward, Sonya" (3095770624)

00:17:47.899 --> 00:18:08.899

Is those significantly further than the. So, in that regard I would say and should people be excited about potential \$68 million in taxes? I mean tax benefits, I mean that's, and at the end of the day, that's why that's the main argument.

21 "Harward, Sonya" (3095770624)

00:18:08.899 --> 00:18:28.739

Be supportive of this, right? I think it does provide war metro. I don't know if that really generate tax dollars, but we've got all these.

22 "Harward, Sonya" (3095770624)

00:18:28.739 --> 00:18:44.459

You know, other concerns that we should find the wayside because there is upside.

23 "Harward, Sonya" (3095770624)

00:18:44.459 --> 00:19:00.059

Okay, so going forward, the money should not be the 1st thing considered. Okay. Would you say, would you, I don't know, would you like the campground data center to not be happening at all if you could just flip the switch?

24 "Harward, Sonya" (3095770624)

00:19:00.059 --> 00:19:15.539

Now it's been so long since I've seen. Just don't forget that's why.

25 "Harward, Sonya" (3095770624)

00:19:15.539 --> 00:19:37.429

But if market is gonna have that some cities were are saying or I don't I know that's maybe somewhat still, but you are happy that these did go.

26 "Harward, Sonya" (3095770624)

00:19:37.429 --> 00:19:58.909

Thought they would.

27 "Harward, Sonya" (3095770624)

00:20:52.829 --> 00:21:12.829

You got all the side of the Moment.

28 "Harward, Sonya" (3095770624)

00:21:55.849 --> 00:22:13.799

He said not lively.

29 "Harward, Sonya" (3095770624)

00:22:13.799 --> 00:22:31.589

How are you? Hey.

30 "Harward, Sonya" (3095770624)

00:22:31.589 --> 00:22:51.059

Now this time.

31 "Harward, Sonya" (3095770624)

00:22:51.059 --> 00:23:10.769

Okay what you do to your foot. 30 s metro TV. Your next.

32 "Harward, Sonya" (3095770624)

00:23:10.769 --> 00:23:30.769

Good afternoon. The time is currently three oh 5pM.

33 "Harward, Sonya" (3095770624)

00:23:30.769 --> 00:23:50.769

And welcome to today's budget committee meeting. This meeting is being held pursuant to KRS 60 one.826 and council rule five A I'm joined in Chambers by councilman Joseph councilman Piagentini Councilman Herndon, and online by Councilman Warriage and Councilman Reno Webber. We've got a couple of folks that should be joining us momentarily.

34 "Harward, Sonya" (3095770624)

00:23:50.769 --> 00:24:03.749

Early and anybody who's not here, madam Clerk, if you could note them as an excused absence, I would appreciate it.

35 "Harward, Sonya" (3095770624)

00:24:03.749 --> 00:24:23.309

Thank you. Alright, colleagues, the 1st order of business is a public hearing. Anytime that the greater level management District presents its budget, they are required to have a public hearing 1st and so I will open the public hearing to any speakers who would like to comment about their budget.

36 "Harward, Sonya" (3095770624)

00:24:23.309 --> 00:24:43.309

Anyone want to speak? Okay, going twice. Okay, I will conclude the public hearing. So that concludes the public hearing on the management budget. Now, on to.

37 "Harward, Sonya" (3095770624)

00:24:43.309 --> 00:25:03.309

The actual budget item, and I'm gonna take these out of order just because we were on the public hearing, so we're gonna skip to item four, which is the a res r044-26a resolution improving, the budget and economic improvement plan for the greater Louisville lodging management district, DBA Louisville Hotel part.

38 "Harward, Sonya" (3095770624)

00:25:03.309 --> 00:25:31.009

Partnership for the period 1 July 2026 to 30 June 2027. Are there any speakers to speak to this item? Mr. Brian, if you could, yeah, sorry, I need a motion in a second, please. Motion my councilman Piagdini, second my councilman Joseph or councilman Herndon. Mr. Brian, the floor is yours if you could speak to this and then just introduce yourself for the record, please. Yes, thank you very much for having me here. Emmanuel Brian, I am the.

39 "Harward, Sonya" (3095770624)

00:25:31.009 --> 00:25:48.029

Board chair of the Louisville Hotel partnership LHP, which is doing businesses as LHP is the greater louisville logic management district. So thank you for giving me the opportunity to talk about our fiscal budget for 2020 06:27. We've had a a successful budget season and we believe we have, we have executed.

40 "Harward, Sonya" (3095770624)

00:25:48.029 --> 00:26:08.029

Our budget to the best of our ability in the last fiscal year, but as we round up this fiscal year, we wanna talk about our increases for next year. We're presenting a budget that will be approximately \$8 million if hotel occupancy stated forecast, and our best known information as of today versus a budget of \$7.7 million last fiscal year that will be ending 30 June of 2026. So the, the.

41 "Harward, Sonya" (3095770624)

00:26:08.029 --> 00:26:38.449

Majority of those funds are used for proactive initiatives to bring new business to Jefferson County into Louisville Kentucky in an extremely competitive tourism landscape. Every one of our regional cities in close proximity including in the Commonwealth of Kentucky as well as outside of the state are getting more and more competitive and more and more aggressive of subsidizing groups, aggressively marketing to them, advertising to them, including some of our, what we would call legacy accounts, people that have been in Louisville for multiple decades Equip Expo is one of those examples that has been stolen by our.

42 "Harward, Sonya" (3095770624)

00:26:38.449 --> 00:26:58.449

Though every other year and that's just one small example of people aggressively pursuing business that has been in this community providing a lot of revenue and economic impact into this community. So we are aggressively pursuing that in a proactive way. So of that \$8 million, about \$7.1 million to go into sales marketing initiatives, which I just talked about advertising.

43 "Harward, Sonya" (3095770624)

00:26:58.449 --> 00:27:15.809

As well as proactive measures, and then smaller amounts 389000 for a management fee, and then future event commitments including usage of nastics, which you just secured for 2028 will be part of those future that we're accruing for as well. So those are the broad strokes I'm open to take any questions of of past.

44 "Harward, Sonya" (3095770624)

00:27:15.809 --> 00:27:35.809

Dollars that we have spent and or in the future for economic improvement. Just as a reminder I know this council is familiar, but I know it is public, here I just want to make everyone aware this cost to liability is nothing in the sense of this is a self assessment by the owners of the hotels. So it's a 1.5 % assessment that is passed through the guests that stay in our hotel community here.

45 "Harward, Sonya" (3095770624)

00:27:35.809 --> 00:28:00.139

So it does not cost louisable anything for this this particular assessment of a million dollars. 1st of all, madam Clerk, if you could add me as a co sponsor to this I think it was just overlooked. I'm sure fine. We usually co sponsor all of these. We've also been joined by councilmembers of McCraney. Mr. Brian, the question that I would like to start with is and I know through this document.

46 "Harward, Sonya" (3095770624)

00:28:00.139 --> 00:28:17.609

Doesn't have a whole lot of detail and I I think because you vote on the project sort of as they come to fruition, right? So you earmark the money for project support, but you don't necessarily know what those projects are at this point. Some of them I'm sure you do, but some of them you do not know yet.

47 "Harward, Sonya" (3095770624)

00:28:17.609 --> 00:28:36.419

The mayor's budget proposal last year committed \$400000 from the TID to supporting the Kentucky Derby. Can you confirm that that is in this year's budget and will be in the budget going forward? Yes, it is in our budget, it will be in the budget going forward. We are.

48 "Harward, Sonya" (3095770624)

00:28:36.419 --> 00:28:56.419

I would say very, very close to the final red lines in terms and conditions we are working very intently with the mayor's office at mental counselor to do that. It's just some finite details about things that the hotel partnership is asking for in return for that level of investment, for increased security and things of that nature for our groups. I'm happy to expand on what that money is for what what is geared toward in the budget if you'd like.

49 "Harward, Sonya" (3095770624)

00:28:56.419 --> 00:29:13.409

For that. It's really geared toward 14 of what we call our legacy groups, which are defined in the statement are, are people large conventions that make a material impact all over Jefferson County, so ideally not just one part of the city, but all corridors of the city. So there are 14 of those groups.

50 "Harward, Sonya" (3095770624)

00:29:13.409 --> 00:29:33.409

I'll talk through that and then give you some caveats maybe at the end about what could happen to those groups, but they're defined as a large group of at least 30000 attendees that come into our community meeting in Louisville for more than ten years generating 10000 or more hotel room nights in Jefferson County. So we are asking for some enhanced service level safety and security.

51 "Harward, Sonya" (3095770624)

00:29:33.409 --> 00:29:53.409

Permitting motor coach parking, things of that nature to make it easier to do business with for our clients that would need to incur that cost. So asking for some of that in return they were working for, as well as the agreement is running for ten years for that. The caveat would be these 14 legacy groups are being pursued every day by other cities. We just set a.

52 "Harward, Sonya" (3095770624)

00:29:53.409 --> 00:30:10.649

The pixel is when we have lost that was been here for a significant amount of decades in our community, now they are going every other year in louisville. They are going every other year in Orlando. We know with certainty Orlando is trying to pursue that every every year. So that's one small example. So that \$400000 can fluctuate, if those groups grow in attendance.

53 "Harward, Sonya" (3095770624)

00:30:10.649 --> 00:30:30.649

That could be larger. If they go away, that's gonna shrink just as easily as well. We go down to 13 or twelve legacy groups, that would go down if that answers your question or get some clarity to it. If I could I'll ask about a specific project if you can't comment on it, it's fine, but I know we lost the Ironman this year, I believe because.

54 "Harward, Sonya" (3095770624)

00:30:30.649 --> 00:30:52.309

The I 65 construction if I'm not mistaken. Can you speak, are there plans to pursue that again going forward? Do you think that's something that will come back to the community or is it too early to say? I would say there's always plans to go after every piece of business that we lose, that's one person's opinion. Obviously that there's real dollars that are associated with that and other things that you mentioned, but I would I would never.

55 "Harward, Sonya" (3095770624)

00:30:52.309 --> 00:31:19.339

You're say never a pursuing business that's gonna impact this community. We're at a 60 % annual occupancy, which by definition means we're 40 % empty, so I would say yes, we would definitely pursue that if it makes sense if we want to do that. But again, that's very, very competitive especially that event, the profile of customer that comes, profile of attendee that comes in and utilizes the Ironman course is a very high profile and affluent customer that we would love to have in Jefferson county. So as of right now I don't have plans, I can defer to our our friends of tourism if they know anything in the sports commission.

56 "Harward, Sonya" (3095770624)

00:31:19.339 --> 00:31:45.499

I know they're presenting a little bit later, but right now we would absolutely pursue that moving forward. But unfortunately we have to acknowledge our losses, so yes. Thank you. I'm assuming what you mean is like total room nights per year. Yes.

57 "Harward, Sonya" (3095770624)

00:31:45.499 --> 00:32:07.199

Approximately yes. Okay. I feel like we have a lot of hotels being proposed or built, right? We've we just approved a a small change to one that'll be in new Lou that's being constructed right now. There's the proposal for the thousand unit Humana building.

58 "Harward, Sonya" (3095770624)

00:32:07.199 --> 00:32:22.199

JW into town, you know, that, just the three I just mentioned, I mean it's gotta be 1500 rooms or of additional rooms. Talk to me about.

59 "Harward, Sonya" (3095770624)

00:32:22.199 --> 00:32:42.199

What that means, you know, what's the outlook, and I'll sort of combine this with another thing sort of like what, what's the outlook for the city look like? I mean, we're about to add a tremendous amount of hotel your space. That is supply. Where is the demand or how is the demand gonna follow that?

60 "Harward, Sonya" (3095770624)

00:32:42.199 --> 00:33:06.049

Is that gonna be a net benefit to us and how? Sure. Yeah, the demand is gonna follow that through organizations like Louisable tourism, the louisville sports commission, and the Luvil Hotel partnership aggressively pursuing with proactive dollars to go retain business and then steal and attract business from our competition that they are doing to Luviable every day. So I would say to fill those empty hotel rooms, that's what we need to do. New and existing, so we need to pro.

61 "Harward, Sonya" (3095770624)

00:33:06.049 --> 00:33:26.049

Effectively pursue maintain our groups so that they can grow up into the right and they get new groups that are currently in our competition and pursue those and steal them and bring them into Louiable to build that occupancy at new and existing hotels. I'm sorry. Yeah, it's my understanding that particularly like a thousand rooms that that allows us to compete for.

62 "Harward, Sonya" (3095770624)

00:33:26.049 --> 00:34:00.139

Convention we are unable to compete for today because large conventions might have to sign contracts with 81015 different hotels versus in the future, they might be able then to do one or two, and so it creates new demand opportunities that don't exist today so it's not just supply, it unlocks new demand is my understanding if you could comment. That's absolutely accurate and I think that would be a competitive disadvantage in the current state, you know, to your point, if a if a group like an Equip Equip expert needs to sign over 80 contracts with hotels at Jefferson county, that's 25.

63 "Harward, Sonya" (3095770624)

00:34:00.139 --> 00:34:27.019

35 in Orlando is probably closer to 20 or less based on the size of the man that they have down there and obviously it's a different, current hotel package I would say. Can you expand a little bit more.

64 "Harward, Sonya" (3095770624)

00:34:27.019 --> 00:34:57.829

Yes. Absolutely. So the vast majority is advertising to your point of of telling our story about what makes you louisable a unique place to have a leisure customer but also grouping can come here. So the vast majority is advertising over \$3000000.03 .3 to be exact up at seven. That's in the proactive effort, so that's the lion's share of it. And then beyond that would be trade show and industry events ago.

65 "Harward, Sonya" (3095770624)

00:34:57.829 --> 00:35:26.329

Want to support going to the trade show of floors in outbound cities to try to attract people and tell our story of Louisville specifically once we planted the seed with that \$3 million of advertising. Yeah, I think it's it's a it's a fascinating thing, it's like we're advertising to the like it's this weird thing where we're Our tourism group is going to

other tourism groups and saying come here, you know, but but I mean, I get how it works, it's just that same dynamic. Last thing related to kick. So we were talking just before the meeting started about, and this is more for.

66 "Harward, Sonya" (3095770624)

00:35:26.329 --> 00:35:53.939

I want to get your take on this and then I'll talk to local tourism here in a minute. Do do we feel like, as I understand it right now, the state continues to operate kick. Do do do have you has your organization talked about the potential of the city taking it over? And the reason I'm asking, I've heard that from a couple private sector individuals in your industry.

67 "Harward, Sonya" (3095770624)

00:35:53.939 --> 00:36:13.939

And then they pointed out that in other cities, when you have major cities like this that have a down, now we're not talking the expo center, I'm specifically talking about the the international Convention Center down that in almost all cases, those are then managed by the city and then those cities do a better job of filling it, right, of keeping it more active.

68 "Harward, Sonya" (3095770624)

00:36:13.939 --> 00:36:32.579

Because they're more incentivized to do so then I mean I'm not saying the state doesn't want us to I'm just saying there's more direct incentive for us to really kick butt there, whereas the state can focus on the expo center. Is that something your organization has taken a stance on or would like to see or is there any discussion around that?

69 "Harward, Sonya" (3095770624)

00:36:32.579 --> 00:36:52.579

Yeah, we have discussed it and that that's a huge, a huge topic of conversation collectively. You know, we work with our partners at Kentucky venues that represent both buildings every day, and I think we are always looking for ways to collectively be better. That's the hotel community, that's Kentucky venues. That's anyone that touches tourism to 72000 jobs that we bring annually just in Jefferson County in our space.

70 "Harward, Sonya" (3095770624)

00:36:52.579 --> 00:37:12.579

So yes, is the short answer we're having those conversations. We're open to anything that's gonna make us better. See above 60 % occupancy, we need more. These new hotels coming. If we don't put more business in the downtown Convention Center and KEC collectively as a community, it's not gonna work. So that's what we need to have. So there's definitely an appetite to evaluate all options. That's certainly an option that we've talked about.

71 "Harward, Sonya" (3095770624)

00:37:12.579 --> 00:37:36.679

So we would absolutely be supportive of continuing the dialogue there, but we need to be more competitive collectively, and when you have more

and more cities that are going that route that already exists that way and are going that route, it just makes it more of a, a topic of a discussion that we need to evaluate on a consistent basis. Okay, thank you. Thank you. Thank you mr. chairman. Yeah, just a quick follow up. I can. I just, that one is.

72 "Harward, Sonya" (3095770624)

00:37:36.679 --> 00:37:54.299

That when they do another cities, does that and I'm not not arguing against it, does that set up a competition between the city and and the state as far or does the state just pull away from a downtown and it's all yours or has it caused an issue with with competing for same dates of same things in each other's facilities?

73 "Harward, Sonya" (3095770624)

00:37:54.299 --> 00:38:14.299

Help help me understand, you mean in the same community? Yeah, is that set up a kind of an odd competition between the two or is that or do they work hand in glove pretty much? Or do you know? Well, if you talk about the the all industry in total, you'll probably see a lot of examples of of every scenario, of good bad and.

74 "Harward, Sonya" (3095770624)

00:38:14.299 --> 00:38:42.060

Me, frankly about what they ideally, I think they would work together in tandem. So if that meant that the city would oversee both entities or a combination or we could work together, we'd need a separate framework so that the customer would feel like at the very least it's collaborative because we are a, what I would call a destination cell, meaning we need to sell Louisable as a community, so it's very hard to do that if you have a lot of these entities that are maybe having internal conflict, I think if I'm reading between the lines there, right? So.

75 "Harward, Sonya" (3095770624)

00:38:42.060 --> 00:39:02.060

Open to what that would look like, you know, one person's opinion I would say as less people competing, so to speak, that would be better, you know, less layers there would be better to make us more competitive and make decisions quick because sometimes it's really the 1st person to get availability to a customer can win, you know, we've got a great story, but frankly, there are a lot of destinations that have great story, so we need just to be better.

76 "Harward, Sonya" (3095770624)

00:39:02.060 --> 00:39:21.720

And working together so we would be open to that as well. Yeah. Do you spend any of your dollars in your pot for any surveys of of constituents visitors or is that really more, more of little tourism that does that separately?

77 "Harward, Sonya" (3095770624)

00:39:21.720 --> 00:39:39.150

Help me understand what you mean by service to bad and ugly that they get, do you use any of your of your funds from this pot to fix the the negatives? Or is it you're mostly advertising in the other.

78 "Harward, Sonya" (3095770624)

00:39:39.150 --> 00:39:59.150

Generally advertising. So NO, that would be primarily louisable tourism, and they can There's really two ways that we need to spend these dollars per the statute. So one is to drive incremental room nights or new business into the hotel rooms. And then two, there's tourism infrastructure which would be, which is some of our budget items, which I could have done a better job of of illuminating is direct lift into SDF airport. Obviously.

79 "Harward, Sonya" (3095770624)

00:39:59.150 --> 00:40:32.570

The International Mohammed Ali as well as our University of Louisville hospitality minor for workforce development as well. Right, right. 3rd time presenting our budget, so. Thank you. Seeing NO one else in queue colleagues is a resolution allowing for a voice vote. All those in favors say I. Mr. Brian, thanks for coming. Thank you very much.

80 "Harward, Sonya" (3095770624)

00:40:32.570 --> 00:40:52.500

The next item of business going back to the agenda is item 20-162-26 and ordinance approving the fiscal year 2026 2027. Budget for Louisville tourism may have a motion in a second, please. Motion by councilman Piagentini, second by councilman Joseph. The item is before us. Is there any discussion? I believe we have a special guest.

81 "Harward, Sonya" (3095770624)

00:40:52.500 --> 00:41:12.500

Mr. Battle if he's not Yes. Thank you. Good afternoon, Cleo Battle presidency of Louisville tourism. I've got a couple of brief remarks and then I'll be happy to just to answer your question. I also have some show and tell that I'd like to just show when I get to the end. This.

82 "Harward, Sonya" (3095770624)

00:41:12.500 --> 00:41:32.500

And it's been a good, it's been a good week for tourism. If you, if you missed it last week, the governor announced 14.6 billion in economic impact in 2025 for tourism the state. Another record breaking year, not only for the state but for Jefferson county. It makes the 4th consecutive year in the road that tourism has had a.

83 "Harward, Sonya" (3095770624)

00:41:32.500 --> 00:41:52.500

Record year. I think what's important here, tourism is more than just welcoming visitors for Jefferson county. It's creating opportunity, new jobs, local businesses to grow and small businesses to be created. Tourism brings energy and vitality to Jefferson county. Tourism drives investment preserves our heritage.

84 "Harward, Sonya" (3095770624)

00:41:52.500 --> 00:42:12.500

Which enhances our quality of life for residents and visitors alike, and it's it in other words, when tourism thrives, our community thrives. And as you heard from Amen a bit, the community is thriving. We have new hotel, new distilleries and tasting rooms, growth in hotels, proposed.

85 "Harward, Sonya" (3095770624)

00:42:12.500 --> 00:42:32.500

New hotels, the expansion at the airport, and the expansion at the expo center. All of this shows the strength of tourism in Jefferson County. And all of this continues to elevate our national profile, which is exactly why USA Gymnastics chose our city for the Olympic trials in 2028.

86 "Harward, Sonya" (3095770624)

00:42:32.500 --> 00:42:56.450

As it relates to our budget, the budget that you have before you is made up of two funds, the general fund which supports our day to day operation and the debt service fund which covers the bonds for the Kentucky International Convention Center. With our general fund, we project just over \$31 million in total revenue for 2627.

87 "Harward, Sonya" (3095770624)

00:42:56.450 --> 00:43:16.450

The majority 27 million comes from the transient room tax with the remaining 4 million from ARPA grads, matching funds, interesting come and other sources. We're also budgeting 31 million for our expenses and allocations for the year. Personnel costs are just over \$11 million or about a 3rd of our.

88 "Harward, Sonya" (3095770624)

00:43:16.450 --> 00:43:36.450

Budget, which was within our industry benchmark of 40 %. The remaining 20 million goes to operations primarily focused on sales marketing and programs. Key investments include advertising industry sponsorships and event hosting travel and trade shows that we attend to attract.

89 "Harward, Sonya" (3095770624)

00:43:36.450 --> 00:43:56.450

Conventions and visitors here. Lastly, moving to the debt service fund, this supports the series 2016 bonds issued for the downtown Convention Center renovation. This fund is backed by a dedicated 3 % transient room tax projected to generate \$18 million with total.

90 "Harward, Sonya" (3095770624)

00:43:56.450 --> 00:44:16.450

The receipts of just over 20 million when you include investment income. These funds go to pay the principal interest and fees on the bonds and are restricted for that purpose. Louisal tourism is a sole backstop on these bonds. So that's a little bit about what's going on in tourism, a little bit about our budget. I wanted to.

91 "Harward, Sonya" (3095770624)

00:44:16.450 --> 00:44:40.500

I know you all that are on online can't necessarily see these and I apologize for that, but I just wanted to give you all some sense of when we're out of market, the type of advertising that folks out of market see. This happens to be the train station in Chicago. Once a year we take over a train the station itself, and we we do marketing advertising in Chicago.

92 "Harward, Sonya" (3095770624)  
00:44:40.500 --> 00:45:00.500

This is one of our ads Napa but needer it's very popular, and that's it's we've compared ourselves for years to wanting to be like Napa Sonoma but just as it relates to burbon. This is our one of our newest camp.

93 "Harward, Sonya" (3095770624)  
00:45:00.500 --> 00:45:20.500

Pains that we started last year. Thanks, Amen, that we started last year is New York City. We had not been, we had not advertised in the New York City area. And now we've got multiple advertisings. This is a tourbus in New York City that drives around and does regular tours, but it has all of our info.

94 "Harward, Sonya" (3095770624)  
00:45:20.500 --> 00:45:40.500

On it for the city. And then lastly, this is another one of our thinks. Another one of our general ads that we use only at the beginning, something that we're pretty excited about. So just a little bit of show and tell just so you know what we're doing to represent this destination item.

95 "Harward, Sonya" (3095770624)  
00:45:40.500 --> 00:46:01.760

Happy to answer questions. Thanks for being here. So 1st of all, you know, I know a lot's been made in the news about the downturn in the distilling business right in generally the production of herban. My question for you.

96 "Harward, Sonya" (3095770624)  
00:46:01.760 --> 00:46:21.760

And I can speak to this anecdotally, just having tried to book a burbon tour, are you seeing any of that softness move into the the burbon tour side or my guess is given my experience, tourism is still off the charts and it's more sort of the wholesale distribution where the softness is. That is, that is the answer to the question. It is.

97 "Harward, Sonya" (3095770624)  
00:46:21.760 --> 00:46:41.400

Not on the tour side, the distilleries still, there's, you know, our, as I always tell folks, we're not a beach, so NO one's here Saturday to saturday, but Thursday through Sunday, you still see lines in front of some of the distilleries, and so it's much more about the selling of the of the bottles to the wholesalers.

98 "Harward, Sonya" (3095770624)  
00:46:41.400 --> 00:47:01.400

I'm gonna shift gears a little bit and talk about sort of new frontiers for, for Louisville tourism and I know this is something that councilman Piagentine and I have shared and have talked about a lot, but that is the opportunity around youth sports and just the sheer amount of time, money, and.

99 "Harward, Sonya" (3095770624)

00:47:01.400 --> 00:47:21.400

The energy that parents spend, you know, taking kids to weekend long sporting events. Can you speak to where we sit in that market? I know we've got both some volleyball focused and basketball focused, but sort of where do you see us going in that front, particularly as it also relates to our.

100 "Harward, Sonya" (3095770624)

00:47:21.400 --> 00:47:41.400

Outdoors and sort of four seasoned sports, can you just speak to the strategy for little tourism and what we're missing in our market and and plans to address any gaps? Sure the other what you cheerleading? So cheerleading volley ball and basketball, we were doing very well in.

101 "Harward, Sonya" (3095770624)

00:47:41.400 --> 00:48:01.400

We need facilities for baseball. We need facilities, we need flat fields and we've talked about flat fields for a lot of years. I probably I think I've got a study from 2016 regarding flat fields that we still haven't accomplished. Flat fields gives you flat football field hockey.

102 "Harward, Sonya" (3095770624)

00:48:01.400 --> 00:48:17.910

Lacrosse, it gives you a lot of sports, soccer, yeah. So, I would say those are probably the two areas with the greatest opportunity for youth sports are the, our baseball diamonds and flat fields.

103 "Harward, Sonya" (3095770624)

00:48:17.910 --> 00:48:37.910

Thank you. And then the last question I'll ask is sort of a expanding beyond, I know you were Liu of our tourism, not Kentucky tourism, but can you speak a little bit to, you know, sort of course of infrastructure in the state and and you know whatever the state's trying to do in terms of, you know.

104 "Harward, Sonya" (3095770624)

00:48:37.910 --> 00:49:11.390

I know there's lots of development happening around Red River Gorge as an example, right? And, and trying to drive visitors there, but for, you know, a lot of the rest of Kentucky, we're still gonna be the gateway, for lots of those tourism entry points and potentially, you know, you are in Louisville for the weekend, you do bourbon tour and then you go out to the gorge or whatever. Can you talk a little about what partnership looks like between Louisville tourism and Kentucky tourism and and you know how those bonds maybe can be strengthened in a, in a complimentary way where we're going to market together to drive.

105 "Harward, Sonya" (3095770624)

00:49:11.390 --> 00:49:38.360

Five more and different tourism coming into the commonwealth. If I'm if I'm trying to read between your question, we have a fantastic relationship with Kentucky tourism, and we do a lot with Kentucky tourism. I think when you begin to think about partnerships with other tourism agencies in the state, that's a different dynamic that it happens through Kentucky.

106 "Harward, Sonya" (3095770624)

00:49:38.360 --> 00:49:55.620

Lucky tourism, but very rarely doesn't happen directly because they're trying to market bull and green, we're trying to market Louis all and so it becomes very difficult unless there's a unifying program through Kentucky tourism for us all to, to buy into.

107 "Harward, Sonya" (3095770624)

00:49:55.620 --> 00:50:15.620

Which I totally understand, right? Cause it's sort of cooperation, right? Yeah. So can you speak, like, do you see a lot of that happening from the state tourists ministry where they're trying to put packages to like where there is a strategy that these are markets we are trying to, and I don't necessarily mean markets as in bowling Green or Pikeville or little.

108 "Harward, Sonya" (3095770624)

00:50:15.620 --> 00:50:38.030

I mean markets is in, you know, urban tourism outdoor tourism where somebody is convening, you know, these various, tourism entities you know, local tourism entities to try to put together like a cohesive strategy for a broader market I mean, does that happen? Can you still? Yeah, state tourism, the Kentucky tour.

109 "Harward, Sonya" (3095770624)

00:50:38.030 --> 00:50:54.990

Tourism of industries KTIA, the Kentucky Association of Convention and Visitors bureaus. There's none, there's a handful of organizations that come together to do exactly that. But yes, state tourism, they do a good job of, of bringing us together around programming.

110 "Harward, Sonya" (3095770624)

00:50:54.990 --> 00:51:14.760

You touched on related to things we can do like youth sports and I agree, we need we need really just a plan for more flat fields and for baseball diamonds. We're kind of getting our lunch eaten there a little bit but.

111 "Harward, Sonya" (3095770624)

00:51:14.760 --> 00:51:34.760

If you were to take the top thing, more broadly, not just youth, sports tourism, but just tourism in general, right? And that could end up being the answer. Like if we do that, we could see tourism boost by X percent. But is there something else like what is the big thing that we need to focus on over the next year, two years, three years as a city, right, helping you out so that if we.

112 "Harward, Sonya" (3095770624)  
00:51:34.760 --> 00:51:54.760  
Airport. I mean I I think it, you know.

113 "Harward, Sonya" (3095770624)  
00:51:54.760 --> 00:52:14.760  
So and and I think we've, we've improved tremendously at the airport, but when you think about our competitive set, Indy Nashville Columbus, Cleveland, st. Louis, you know, they just have better lift. And I know you, you asked Amynon the question about hotels.

114 "Harward, Sonya" (3095770624)  
00:52:14.760 --> 00:52:34.760  
And and councilman answered it correctly. Columbus, Ohio has 34000 hotel rooms in their market, in their metro area. We've got 23000. So when you are booking a convention nationally, I don't care what market sports or trade business commercial, it requires.

115 "Harward, Sonya" (3095770624)  
00:52:34.760 --> 00:52:54.760  
More hotels. So we lose business for that reason. So you all are I assume this, this council is supportive of the hotels coming on board, so that's, that's a big piece. There's a number of different agencies that are leading into the airport to try to drive more direct flights.

116 "Harward, Sonya" (3095770624)  
00:52:54.760 --> 00:53:14.760  
But that would be probably the two things from a council perspective I could see would be beneficial for our community. Yeah, NO, that sounds good. And I know the state puts several million dollars into into incentives to more direct flights. Correct. There's, a huge upgrade to the airport which is sorely needed. I use the airport a lot and and it's literally.

117 "Harward, Sonya" (3095770624)  
00:53:14.760 --> 00:53:46.580  
Say it's about time but yeah, NO, thank you for that. I, I was curious as to what it might be. I'm glad that bubbled up, so thank you for the clarity. There is a small, well relative to your total budget, you know, \$1.5 million \$1.4 million reduction in revenue year over year. Can you talk about what that is last year your your agent, your grants say again? Grants. Our grants, yeah, we had, we had our perform.

118 "Harward, Sonya" (3095770624)  
00:53:46.580 --> 00:54:06.580  
Fun grants have wound down. We, we received those I believe in 22, and three different buckets of of grants, and they all had an expiration and we're in the last bucket now that ends in December of 26. So our fun, it's coming down, but it's because of the grants.

119 "Harward, Sonya" (3095770624)  
00:54:06.580 --> 00:54:34.350

Gotcha perfect, thank you. And last thing is about kick again. We we just talked about it a second ago, but I want to ask you as well and and and to put a little more context on it for everybody, and I wanna be careful here because I'm not accusing anyone of anything, ok? But, anecdotally talking to business leaders in the hospitality industry, what I hear is that, again, the state.

120 "Harward, Sonya" (3095770624)

00:54:34.350 --> 00:54:54.350

It's not again don't read into nobody read into what I'm to say that the state doesn't care. That's not true, but there focus on the expo center because there's only so much time in everybody's day right that team and the state's team only has so much ability to focus, right? And so the question.

121 "Harward, Sonya" (3095770624)

00:54:54.350 --> 00:55:14.350

Came up, ok, let's compare to what other cities are doing Indianapolis is one that was handed to me that they owned their downtown convention center. To get more activity and to hyper utilize that space. It doesn't mean that they're trying to go after what's at the.

122 "Harward, Sonya" (3095770624)

00:55:14.350 --> 00:55:40.430

Or just say let's optimize this space that we have that's so critical to us. Has your organization had a conversation about this or have a stance at this point or is this on the table related to a possible future move that you guys think could help? Not on the table, not an official conversation, but plenty of conversation from my stakeholders, the hotel yours, just in terms of.

123 "Harward, Sonya" (3095770624)

00:55:40.430 --> 00:56:00.430

Just needing more business downtown and what's it gonna take to drive more business into the building downtown? You know, ideally for all of us, a piece of business that's out at the expo centered a piece of business that's at the downtown convention center is ideal for filling up hotel rooms and that does.

124 "Harward, Sonya" (3095770624)

00:56:00.430 --> 00:56:23.720

Doesn't happen as often as you would like to see. So there's, there's opportunity there. I, my experience has been, this is new conversation, so but my experience has been that most cities that own the building, they bring in someone to manage the facility because there's a lot of organizations out there.

125 "Harward, Sonya" (3095770624)

00:56:23.720 --> 00:56:43.720

That manage facilities on behalf of governments. Yeah, is that you don't want to lose exactly what you're talking about filling everything, Expo center kick, having the whole thing you know booked out. Those are the big things that we want to compete for.

126 "Harward, Sonya" (3095770624)

00:56:43.720 --> 00:57:09.680

These all play into how we can help land those. It's more like sands the big deals, there are smaller deals that can help fill in the gap right that kick would be a great opportunity for and we may or may not have a structure right now that helps in the interim get get a larger number of more midsized deals where kick would be sufficient. So.

127 "Harward, Sonya" (3095770624)

00:57:09.680 --> 00:57:26.280

And councilman, I think it's not chump change. That's a good size building. Yeah, I mean, it doesn't have to be midsized I mean I think, you know, we have.

128 "Harward, Sonya" (3095770624)

00:57:26.280 --> 00:57:46.280

14 legacy events that use the expo center. So you're talking about 14 to 18 weeks of use and there's 52 weeks in the year. So there's opportunity in both of those buildings. We all are actively involved in selling both of them.

129 "Harward, Sonya" (3095770624)

00:57:46.280 --> 00:58:08.900

Those buildings yeah I think I really do. I every time I go in, I'm impressed by it. I I, you know, I I would love to see it more utilized you know even if it's without the I mean, again, not, not, I'm not discounting the expo center. I'm just saying like if if we can get more stuff that would fill that as well. So, yeah, thank you. I'm happy.

130 "Harward, Sonya" (3095770624)

00:58:08.900 --> 00:58:37.820

That, you know, I'm, I wasn't aware this was official conversation have had some, some talks about that, but if the council and administration is interested, I'm happy to provide more information related to what this could look like.

131 "Harward, Sonya" (3095770624)

00:58:37.820 --> 00:58:57.820

This up with me. But I just wanted to sort of feel you guys out since we're having the, the discussion today and I just want you to know if this does become an official conversation, I'm happy to, to reach out to our industry and bring forth enough information to be able to make a sound decision about how to move forward. Thank you so much. Thank you.

132 "Harward, Sonya" (3095770624)

00:58:57.820 --> 00:59:17.820

Thanks chairman Councilman Hearnton. Thank you miss chairman. One question about I'd like to dig down deeper we talked about that we need more flights and better fields and more other things, but I'd like to dig down further into infrastructure and conditions once they get here, once mr. O Brian's efforts and your efforts get them here, and they're on the street. Are there any things that you're hearing from your constituents that.

133 "Harward, Sonya" (3095770624)

00:59:17.820 --> 00:59:37.820

That are negative experiences like infrastructure conditions, access and public spaces, the real details of the everyday use. Are you getting any of that? Those are the kinds of things we can deal with with public works and other things to make sure that everything is just so once they get here and they and they're they maximize their enjoyment. Yeah, I I think.

134 "Harward, Sonya" (3095770624)

00:59:37.820 --> 01:00:06.650

And I think the only thing that I, I've heard regularly is at night about lighting. I don't know, it doesn't come across as a complaint, it comes across as the city seems a little dark at night. And so I know there's been lots of conversations around how to improve some of the lighting around the downtown area, but you know honestly councilmen.

135 "Harward, Sonya" (3095770624)

01:00:06.650 --> 01:00:26.650

In the last few years, we've had less and less on the street complaints from our visitors. And you asked Amon about surveys. We're, we're doing the surveys, so we're seeing that in the surveys and we've, we've certainly from, from a visitor perspective, we've improved tremendously in terms of the experience.

136 "Harward, Sonya" (3095770624)

01:00:26.650 --> 01:00:46.650

Downtown. So the only thing that really comes to mind is, is lighting. Okay. And as you might be not surprised that I worked down here for 25 years so that that's that those details are near and dear to my heart. One of the reason I recently, and I, we're gonna get this fixed, e.g., the sidewalk on the west side of 4th from Maine to the golf house.

137 "Harward, Sonya" (3095770624)

01:00:46.650 --> 01:01:06.650

Is thin set papers that were missing or loose and that of that hill there that that's a detail, but it's how many hundreds of people a day walk up that terrible sidewalk, so we're gonna get that fixed. So little things like that that just are slight negatives that we just want to get wipe away all those things to make sure that their experience is as positive as possible if you guys see anything like.

138 "Harward, Sonya" (3095770624)

01:01:06.650 --> 01:01:26.250

Like that, even those small details, please let us know and we'll try to get those fixed. We'll do that. Thank you. Madam Clerk please open the voting. Oh and madam Clerk, please let the recorder reflect that we were joined by Councilman Cramer some time ago. Voting.

139 "Harward, Sonya" (3095770624)

01:01:26.250 --> 01:01:31.806

Robert.

140 "Ben Reno-Weber" (1030203136)

01:01:31.806 --> 01:01:34.911

I.

141 "Marilyn Parker" (2122790912)  
01:01:36.287 --> 01:01:38.588  
Hi?

142 "Harward, Sonya" (3095770624)  
01:01:38.588 --> 01:01:45.945  
Minimum of Rewardworks? Yes. Chair Krimer?

143 "Harward, Sonya" (3095770624)  
01:01:47.847 --> 01:02:03.930  
Thank you. Votings closing. Mr. Battle, thanks for being here. Thank you councilmer.

144 "Harward, Sonya" (3095770624)  
01:02:03.930 --> 01:02:26.566  
Alright, the last item on the agenda is item three oh-163-26 nordinance approving the fiscal year 2026 2027 budget for the transit authority of the River city. Talk may I have a motion in a second, please? Motion by councilman Pi Argentini, second by councilman Joseph. Is there anyone here to speak to this item?

145 "Harward, Sonya" (3095770624)  
01:02:27.748 --> 01:03:06.629  
Anybody? Can make a motion? Yeah. Madam Clerk we've also been joined by councilman Hawkkins. Can make a motion? A motion that we table this until representatives from Tarq are able to join us. Can I ask you to hold that for just 1 s? Because this was to come online? I mean, I don't know, that's what we need to check because if we don't pass the tarq budget, they don't operate past 1 July. So hold, please. Figure out why they're not here.

146 "Harward, Sonya" (3095770624)  
01:03:10.045 --> 01:03:24.667  
Mr. Chairman mr. vice Chair, maybe we just take a maybe motional recess into why we sort this out. Okay.

147 "Harward, Sonya" (3095770624)  
01:04:50.267 --> 01:05:12.166  
Okay, colleagues, I think there was a miscommunication on the start time that he was told 04:30, not 03:30, so he is on his way. If we could recess for 15 min, he will be here, ok? So motion to recess, we will reconvene right up 04:00.

148 "Kramer, Kevin" (3963875072)  
01:05:12.166 --> 01:05:33.230  
Thank you, mr. Chair.

149 "Harward, Sonya" (3095770624)  
01:20:54.000 --> 01:21:10.290  
We're, we're. Let's get started.

150 "Harward, Sonya" (3095770624)

01:21:29.670 --> 01:21:52.650  
Okay colleagues, we will restart and.

151 "Harward, Sonya" (3095770624)  
01:21:52.650 --> 01:22:12.650  
We're good because you guys could turn your cameras on, would be great. Director, so let me we've already we'll recall the item just to clear it up. Item three is oh 163-26 an ordinance approving the fiscal year, 2020 06:27.

152 "Harward, Sonya" (3095770624)  
01:22:12.650 --> 01:22:36.750  
Budget for the transit authority of the R city. Talk I may have a motion on 2nd. Motion from second by councilman Joseph. The item is before us. Director Giftson I apologize about the scheduling snaff who appreciate you all rushing over here, you know, catching your breath and, you know, being put on the spot. The floor is yours if you could introduce yourself and then speak to the item. I would appreciate it.

153 "Harward, Sonya" (3095770624)  
01:22:36.750 --> 01:23:00.260  
Yeah we go. Ozy Gibson Executive Director Tarq. So we're here today for the, you know, as normal to ask for our approval for our budget, which the, I believe the ordinance is gonna read based on revenues, which would go into the mass transit trust funds, 73000533 420000.

154 "Harward, Sonya" (3095770624)  
01:23:00.260 --> 01:23:31.230  
Agency other receipts will show 30000958 \$10 for a total of \$110491430. So there again, we've worked very hard the last couple years. We've sent you all a letter, you know, a cover letter basic saying we've found about, you know, savings of \$27 million by doing what we've done and the financial cliff that was pushed out to FY 30 is now FY 31, so.

155 "Harward, Sonya" (3095770624)  
01:23:31.230 --> 01:23:51.230  
With that, I will answer any questions. Sure, I'll start with a question. You know, I know 1st of all, I want to complement you on the work that you've done, you know, trying to pull things back off the ledge. You know, I know part of that is through, through changes in the route structure I know that that's always a challenge for riders. The question I want to.

156 "Harward, Sonya" (3095770624)  
01:23:51.230 --> 01:24:14.720  
Focus on is the cost structure related to talk three and sort of what do you see as the long term plans around, you know, our ability to, provide adequate service for those dependent on TARQ three, you know, what are some of the trends in the market? You know, maybe that other cities are doing to address ridership in that specific segment?

157 "Harward, Sonya" (3095770624)  
01:24:14.720 --> 01:24:34.720

And if you just sort of speak to the fiscal state, of, of truck three specific. Yeah, absolutely. So, that is something that every transportation come across the country is is struggling with right now because it's growing, of course, we're an aging population. So we we look to spend between 20 and \$22 million on that.

158 "Harward, Sonya" (3095770624)

01:24:34.720 --> 01:24:55.640

And that is a very large section of our, our budget. So some of the things that we, we are, we actually hired Liz Fusst, who's an attorney, and she come on as a consultant to help us with this and she's also disabled herself to study other cities. And 1st things that, you know, we hear out of the gate is you need to.

159 "Harward, Sonya" (3095770624)

01:24:55.640 --> 01:25:19.610

To make sure you have a good recertification process, alright and that ends every three years and you have a process of how you vet people that come on it. And Tarq has not done a very good job of that over the last 20 years. And just for clarity, a recertification is where you're recertifying that the writer is eligible? Yes. We're Tarq three, ok. Yes. So.

160 "Harward, Sonya" (3095770624)

01:25:19.610 --> 01:25:49.320

So we have over 8000 people signed up, 3200 regular users. That's one thing that was a recommendation that you should do. The other part is focused on whether you operate outside a three quarter mile. Now basically what that means, the federal guidelines state that if you run a fixed route like we do, you're required to provide paired transit inside that and three quarter mile beyond it, ok? From day one Tarq has never enforced that.

161 "Harward, Sonya" (3095770624)

01:25:49.320 --> 01:26:09.320

Okay, so, that probably could be anywhere between five and \$7 million, alright? So you have to decide at some point, are you going to do that? Now, what I have promised people? Yes sir, if I could just again just for folks watching that may not be so familiar, when you say tarque has never enforced that, you mean whether you.

162 "Harward, Sonya" (3095770624)

01:26:09.320 --> 01:26:29.320

Live within three quarters of a fixed route or not. We will pick you up if you live 5 mi from a fixed route, correct? Yes, we take you anywhere you wanna go in in this in Jefferson county. Okay, but the federal requirement would only be, will pick you up or drop you off within three quarters of a mile of where the fixed route stop is. Yes sir. Yes sir. So.

163 "Harward, Sonya" (3095770624)

01:26:29.320 --> 01:27:00.890

Some cities offer microtransit beyond that, at different prices. I met a guy this past week that there's some cities that actually use Uber beyond

that. And the reason you would use something like that is because right now, just one way to take a person is costing us \$47, and I, and I, we charge 04:50 back. So you can clearly see we're out, you know, \$85 taking you.

164 "Harward, Sonya" (3095770624)

01:27:00.890 --> 01:27:18.270

To and from one place. And when I came I think I came over here a few months ago to talk about when we had the the fair increase, and some of the numbers just kind of blew me away too. An example would be just right now at what it costs, so a person that used us five days a week.

165 "Harward, Sonya" (3095770624)

01:27:18.270 --> 01:27:33.480

To and from work cost talk \$22000 22000 to one person. All right? Our contract, we just signed the last piece of the extension that will get us out to January of 29.

166 "Harward, Sonya" (3095770624)

01:27:33.480 --> 01:27:51.360

Alright? If I rebid that today, alright, that \$47 that I just mentioned is gonna start at 6051 way. And we're projecting it could be easily 71 way, hundred and 40 bucks now to and from.

167 "Harward, Sonya" (3095770624)

01:27:51.360 --> 01:28:08.100

And I get \$9 back. That's 01:31 that we we would be out and based on our current ridership of averaging 30 to 32000 people a month, that's a \$7 million increase to our budget if we stayed as we were.

168 "Harward, Sonya" (3095770624)

01:28:08.100 --> 01:28:27.480

Let me ask a follow up question to that Ozzie. On, on the tarq three network, what percent and if you don't have this handy, it's fine. I'm just curious. What percentage of your TARQ three riders are, and if I use the wrong terminology about like group ridership versus individual point to point.

169 "Harward, Sonya" (3095770624)

01:28:27.480 --> 01:28:47.480

That's a good question. There's not a, you know, the way this like when you, you gotta call in a day ahead and they put a manifest together, alright, and they will try to book people as close as they can in line with and also depending on what time you want to be picked up. You know, it's not like I'm gonna go there at eight picking up at nine, it could be picking up at twelve because.

170 "Harward, Sonya" (3095770624)

01:28:47.480 --> 01:29:12.950

Because they're again it depends on where they go. Now, I will tell you looking into this and Bruce back here behind me who has a lot of experience in my new COO, is that our software, we need new software, ok? That's gonna save us some money and we're trying to get that going in the

next four or five months to actually tighten it up a little bit, you know, I've met with the teamsters because they haven't.

171 "Harward, Sonya" (3095770624)

01:29:12.950 --> 01:29:37.280

Members at numerous places here and already working on trying to put them in one vehicle, but to answer your question, how many out of every trip every day? That's something I'll have to research. Thank you. Councilman be Argentini. I'm sorry your average per directional rate for talk through.

172 "Harward, Sonya" (3095770624)

01:29:37.280 --> 01:29:59.120

That's what it could go, that's what we think it's gonna go to. Because right now it's \$47.01 way and I bill the customer \$4.50. That's one way. So then you, you're gonna come back, right? So that's another \$47 -40 04:50. Yep, you're all far I could travel in Uber for that matter.

173 "Harward, Sonya" (3095770624)

01:29:59.120 --> 01:30:20.330

I do. I do. Yes sir. Yes. Yep. That's it is now there's some federal red tape around all that because I I have to make sure whether you need a wheelchair or not, which removes you from that and I also.

174 "Harward, Sonya" (3095770624)

01:30:20.330 --> 01:30:37.890

So Uber, I don't think they take cash. That's what I was told two days ago. So And that's another problem because, everything with paired transit has to mirror the fixed route, ok? So I can't go cashless.

175 "Harward, Sonya" (3095770624)

01:30:37.890 --> 01:30:57.890

So I'm just I'm saying it only in the context heard you wrong. I didn't hear you wrong.

176 "Harward, Sonya" (3095770624)

01:30:57.890 --> 01:31:26.030

What this will ultimately look like is bizarre land. Can happen. Yeah. And I'm just glad you're looking at, you know, it sounds like unique opportunities to do something that's better because actually you know as much as you know Uber did a couple things and up picking Uber. Ride share, right? Oh yeah. It brings down DUI deaths in your city. It all.

177 "Harward, Sonya" (3095770624)

01:31:26.030 --> 01:31:46.030

Also, initially, I I know that it was very widely used by people with disabilities because, because of the on demand nature of it and the high reliance on tech monitor what they were doing and all this stuff. So I, yeah, I, whatever you can do to sort of innovate around that idea and find something better.

178 "Harward, Sonya" (3095770624)

01:31:46.030 --> 01:32:06.030

Absolutely I mean I've even went as far as the work with Liz with you Aville to see what our population's gonna look like in 2030. Yeah. Because we know that silver sonami and you know the way the numbers look, you know, in 2020 we had just in Jefferson County, there was like a, hundred and 31000 people 65 year older. All right? Just in Jefferson county.

179 "Harward, Sonya" (3095770624)

01:32:06.030 --> 01:32:28.579

So in 2030 it's gonna jump to one 60. Yeah. So we're gonna gain 30000 people's 65 and older, so we're trying to plan on what percent increase of could be. All right. I am curious, thank you for saying about 2031, but can you talk about where we are? I mean, what does the long term prognosis look like?

180 "Harward, Sonya" (3095770624)

01:32:28.579 --> 01:32:45.299

This point, right? What, what the changes that you've made, which I think were all necessary, what does the next, you know, five years look like now that get us to 2031 and what else needs to be done to get us beyond that and create a more sustainable network?

181 "Harward, Sonya" (3095770624)

01:32:45.299 --> 01:33:04.229

Well I think that when it all comes down, you know, we're doing this network redesign at August second, we need to let that go and see where we're not going, where we get either complaints or we have high usage, because it's really high usage because when I took over tarq, just to step on that bus, the ratio was 23 bucks.

182 "Harward, Sonya" (3095770624)

01:33:04.229 --> 01:33:20.279

That's bad. Okay, with all these cutches down to 13. What you want is a single digit number, ok? That makes it more useful, and it's more easier to swallow. So it just really depends on how far we wanna go and how often and what the need is.

183 "Harward, Sonya" (3095770624)

01:33:20.279 --> 01:33:38.969

Because I asked him to pull me some numbers together. I said, Look, if somebody come to me, maybe you and said Ozzie I need you to go another mile out this way. Can you do that? I would tell you, if you want me to do it 19 h a day coming through there every 15 min, just 1 mi, that's 1.5 million extra every year.

184 "Harward, Sonya" (3095770624)

01:33:38.969 --> 01:33:54.449

And it cuts in half, you've only got 30. So, when I look across the country, again, I've talked about this before, every place is cutting their public transportation. It just says a lot of federal dollars have dried up, the ridership has kind of gone down, so.

185 "Harward, Sonya" (3095770624)

01:33:54.449 --> 01:34:14.449

I, you know, my board has asked me Aussie what's the strategic plan looking like? I'm like, well, I don't know because if we only have 500000 routers a month and we're getting back and there's NO large corporations complaining, then I would be crazy to come over and say, hey, I need \$30 million, right? Right, and I can't do that. So it's one of these deals we just have to see what's how this is gonna play out.

186 "Harward, Sonya" (3095770624)

01:34:14.449 --> 01:34:35.729

I was talking to our consultants last week that redesigned this. Their next two stops are Denver and Milwaukee. Right. So, so really what's what's happening here is August implementation, we let this play out for a period of time, we're here next year talking about what it looks like. Yes. And then, so over the next five years it's how do we stabilize that?

187 "Harward, Sonya" (3095770624)

01:34:35.729 --> 01:34:55.729

And then we can have a conversation about what that's what you're saying is a hundred percent because I don't know what this pair of transit thing's gonna look like, you know, because depending on whether we charge to go out there, whether we go to Uber and we save money, that can all push, that could push that financial cliff out even further, you know, and one of the things I've learned at Tark is.

188 "Harward, Sonya" (3095770624)

01:34:55.729 --> 01:35:15.829

They weren't always willing to partner and work with businesses that needed transportation. I don't know why I can't explain that, but I am you know I got hard a new marketing director that's gonna be out here talking to because to me, I need to come over and show you the routership and the need, right? You know, we used to average a million boardings a month back in 2012.

189 "Harward, Sonya" (3095770624)

01:35:15.829 --> 01:35:45.959

It's just kind of gone downhill, but it's like that everywhere, so somewhere along the line there in 2014, somebody should have said, wait a minute, are we not marketing right or not people riding, but we can't keep putting a service out there. Right. So well and let me ask a weird question. Do you have a background in public transportation? No, I do now. The reason I'm saying that is as a compliment to your leadership.

190 "Harward, Sonya" (3095770624)

01:35:45.959 --> 01:36:05.959

And as to debunk what I think is a nonsense idea that somehow we, the city bought into over the last several years, which was nobody can operate, you know, these things unless you've done 30 years in that business. And what we're actually finding is somebody with fresh.

191 "Harward, Sonya" (3095770624)

01:36:05.959 --> 01:36:25.959

Right, if I got ridership down, ask why, ask how we show value to places that need ridership and then increase ridership and then reevaluate over time you know the routes that might have made sense.

192 "Harward, Sonya" (3095770624)

01:36:25.959 --> 01:36:45.959

20 years ago it doesn't make sense today. Why? Businesses moved, people moved et cetera. So, you know, just applying these very common sense questions and very common sense solutions. I feel like we finally have the adults in the room here with Tarq, including you, including the rest of your leadership team. I just can't tell.

193 "Harward, Sonya" (3095770624)

01:36:45.959 --> 01:37:05.959

See how much I appreciate it and and I'm and I'm saying all that because I know that there's many organizations that have come to us, they want us to millions and millions of dollars to public transportation and until you finish what you are doing, because exactly your point that I have seen in the past, I'm not saying this current leadership.

194 "Harward, Sonya" (3095770624)

01:37:05.959 --> 01:37:27.919

But in the past, I was not gonna throw a red cent of more public dollars at an organization that wasn't proving that they were working through these things and being serious about it. And I think once you get to stability over the next probably gonna take a year or two of you know managing through that, then this community can have a real honest conversation about.

195 "Harward, Sonya" (3095770624)

01:37:27.919 --> 01:37:47.919

What's next? Right, and what's next for talk, so, appreciate that good luck with your implementation, good luck over the next year or so. Yeah, thank you sir. Thank you, councilman BRC, and Ozzy, we've got a whole list of other departments and, and ancillary agencies for you to run next. So you know.

196 "Harward, Sonya" (3095770624)

01:37:47.919 --> 01:38:05.729

Councilman Hawkins. Councilman you're on mute. Hold on. Clerk's gonna see if they can unmute you.

197 "Harward, Sonya" (3095770624)

01:38:05.729 --> 01:38:26.899

You better pull over talking like that hold on.

198 "Harward, Sonya" (3095770624)

01:38:26.899 --> 01:38:33.269

Yeah, councilman, we cannot hear you.

199 "Harward, Sonya" (3095770624)

01:38:33.269 --> 01:38:49.559

Okay, I think you're waving us off. Okay, there is nobody else in queue. I think we're good. All right, colleagues with NO one else in queue, this is Norton that's requiring a.

200 "Harward, Sonya" (3095770624)

01:38:49.559 --> 01:39:08.186  
Council member move the Warwick.

201 "Woolridge, Ginny" (3001859072)  
01:39:08.186 --> 01:39:12.327  
Yes.

202 "Harward, Sonya" (3095770624)  
01:39:12.327 --> 01:39:28.229  
Thank you. The ordinance is adopted and will go to the consent calendar.  
Colleagues, that's the last order of business and without objection we  
send adjourned. Thank you.

203 "Harward, Sonya" (3095770624)  
01:39:28.229 --> 01:39:35.584  
Gotcha, brother.