

**JEFFERSON COUNTY LEAGUE OF CITIES**  
**P. O. Box 22443 \* Lyndon, Kentucky 40252**

**Minutes**  
**January 15, 2015 Monthly Meeting**

Mayor Bill Dieruf, JCLC President, welcomed everyone and opened the meeting at 7:00PM, Central Bank/Hurstbourne, 2<sup>nd</sup> floor Community Room, 9300 Shelbyville Road on January 15, 2015. He opened the meeting to attendee introductions.

Mayor Dieruf referred attendees to the JCLC Monthly Meeting Minutes from October 16, 2014 for review. He called on Mayor Jim Ising, JCLC Treasurer, for a finance report. He reported on the 2014 Annual Dinner Income of \$15,176.50 and expenses of \$9,821.87. In-kind contributions from Ecotech, one tree per city; City of Jeffersontown; City of Shively; Fund for the Arts and door prizes per various Board member cities. Motion and second to approve both reports as presented. Approved.

He called on individuals for reports:

- Sara Massey, Mayor Fischer's office, invited everyone to the Louisville City Night in Frankfort on February 10, 2015. She will get invitation information to Jack Will for distribution to the Cities. Newly elected Councilmember Julie Denton was introduced. She gave comments on her interest in JCLC and cities and her excitement about serving on the Metro Council.
- Mayor Dieruf introduced the program speaker, Karl Schmitt, Executive Director for the Louisville Sport Commission. He will speak on the sports attraction programs coming to the Louisville area for 2015 and possible connectivity to the cities.

Karl thanked the JCLC for the opportunity to meet with them and connect the Sports Commission programs to their citizens. He reviewed his professional background of over twenty years in sports administration at the collegiate level and Churchill Downs. He stated that the Louisville Sports Commission is a 501c3 organization and has three components to its mission. They are Economic Enhancement; Quality of Life; and Branding.

Economic enhancement focuses on attracting new dollars to town through the various sports events and the audience they bring with them. Quality of Life refers to the more things to see and do by the citizens of Jefferson County and the corporate, nonprofit communities. Branding is the marketing of Louisville on a national and international scale per the sports events that are drawn to Louisville.

The Sports Commission has a staff of six. Each staff director is over one work area, including himself. These areas are: marketing/public relations, operations, fund development, sales, administrative assistant and executive director responsibilities.

The Commission receives its funding through the local Convention and Visitors Bureau, individual/corporate donations and event income owned by the Commission. The budget is \$1.3m.

Karl distributed a listing of the 2015 sports events coming to the Louisville area. He highlighted and expanded on the following events. He selected events that are an example of attracting people to Louisville as well as events that cities could encourage their citizens to participate.

- American Football Coaches Association National Convention – January 11-14
- USA BMX Bluegrass Nationals – Kentucky Expo Center – February 6-8
- Ohio Valley Volleyball Bluegrass Tournament – Kentucky Expo Center – March 6-8
- NCAA Division 1 Men’s Basketball – KFC YUM Center – March 17-22
- US Quad Rugby National Championship – Kentucky Expo Center – April 10-12
- Kentucky Derby Festival Marathon/Mini Marathon
- Vault in the Ville – Fourth Street Live – June 7
- Lacrosse Across America Bluegrass Tournament – Champions Park – June 26-28
- USA BMX Derby City Nationals – E. P. ‘Tom’ Sawyer State Park – September 4-6
- Norton Sports Health Great Pumpkin 10K – Parklands of Floyd Fork – October 3
- Urban Bourbon Half Marathon – 6<sup>th</sup> & Main Sts. – October. 24
- NCAA Division 1 Cross Country National Championship – E. P. ‘Tom Sawyer’ State Park – November 21

He emphasized the attraction of these events to such venues as E. P. ‘Tom Sawyer’ State Park and the Kentucky Expo Center. Sawyer State Park has the best venue for collegiate cross country events and BMX events in the country. The Commission relies on State funding to keep the Sawyer State Park venue in competitive condition with other cities. Karl engaged in questions and answers on these and other events with the attendees.

Karl thanked the JCLC for this opportunity and encouraged everyone to contact the Sports Commission office for additional information on any of these events.

- Mayor Bill Dieruf reviewed the recent City annexation request by the City of Jeffersontown to the Metro Council and the Council policy on future annexation.

The Council has requested that cities hold all future annexation requests until after March 1, 2015 because they are reviewing their current policy on this issue. He will be sending out a letter to all cities regarding annexation and future requests.

Mayor Dieruf adjourned the meeting at 8:35PM.

Respectfully Submitted,  
David Brown, Secretary