

Logan County Lodging Tax Board Minutes – October 3, 2022

The meeting was called to order at 12 p.m. at Cecilia’s Kitchen by President Carol Wisdom with the following present:

Carol Wisdom, President	X	Russell Adels, Vice President	X	Dave Conley, Treasurer	X
Marilee Johnson, Secretary	X	Lana Hahn, Director		Elinor Brown, Ex Officio	X
Tom Bedford, Director		David Piper, Director		Byron Pelton, BOCC	
Dave Greeno, Director	X				

Guests: None.

Minutes: Minutes for Sept. 12, 2022 were approved on motion by Russell and Dave C. Motion carried.

Treasurer’s Report: Revenue received in September - \$18,937; ending balance - \$113,809. Treasurer’s report approved on motion by Russell and Marilee. Motion carried.

Old Business: None.

Pending Proposals:

- **Miles Partnership/Colorado Tourism Office – Tourist Center Director - \$16,621.50**
 - Application was tabled last month with a board request that it be decreased. Marilee presented her recommendation that it remain as requested and another pending request could be cut instead. After discussion, the full request was approved on a motion by Dave C and second by Dave G. Motion carried, 4-1.

New Proposals:

- **Governors Tourism Conference – Marilee Johnson – \$2,000**
 - Housekeeping measure to move expenses from Visitor Center budget to line item for Governors Tourism Conference. Approved on motion by Dave C and second by Russell. Motion carried.

New Business: None.

Tourist Information Center Report: No report.

Meeting adjourned. The next meeting is planned for Monday, Nov. 7, 2022 at noon at Cecilia’s Kitchen.

- **COMPLETED – WAITING TO RECEIVE ASSETS PRODUCED** - Colorado Tourism Office is committing \$50,000 for a regional promotion program in northeast Colorado (The Pioneering Plains). They will be in the region the last week of July for a 5-day shoot. The shoot will include one location per day. Logan County is a location. All assets (video, photographs) produced will be available for all of the region partners.
 - As a region, we identified our top experiences to focus on: museums and attractions, birding and wildlife areas, mainstreet and restaurants, signature events, outdoor recreation and trails.
- **APPLICATION WAS APPROVED – FIRST CORE GROUP MEETING ON SEPTEMBER 14, WITH COMMUNITY STAKEHOLDER WORKSHOP SET FOR DECEMBER 1** - The Northeast Colorado Travel Region committee is being reactivated. Even though it had been stagnant since several changes in 2018, three of us from the committee worked on an El Pomar Grant that funded a TravelStorys route for northeast Colorado. We have been approached from members of the other counties in the region, and there is now interest and representation to reactivate the committee. The Logan County Commissioners are paying the annual membership fee of \$600. I applied for a state program grant called Reimagination Destinations for the travel region. If awarded we will receive a full-day planning workshop, 100 hours of free consulting, and \$20,000 of direct marketing support.
- Visit USA Parks promotion update:
 - <https://visitusaparks.com/sterling-art-adventure-and-history-in-northeastern-colorado/>
 - <https://visitusaparks.com/the-ideal-weekend-itinerary-for-sterling-colorado/>
 - Or just go to visitusaparks.com and search Sterling Colorado
- **APPLICATION SUBMITTED FOR \$100,000 – GRANT NOTIFICATIONS IN OCTOBER** - Looking at the possibility of applying for a Tourism Recovery Marketing Grant for Logan County, which is a 1-to-10 funding ratio. **Would require a \$10,000 match from Logan County Lodging Tax Board. Project would be for 2 years.**
- Updated and refreshed FALL page on website. This landing page will be heavily marketed starting this week.
- New gravel bicycle tour – similar to Pedal the Plains – Bike the Byways. Inaugural tour Sept. 2--4 along the Pawnee Pioneer Trails Scenic & Historic Byway, included stop in Sterling on Saturday Sept. 3. Small committee provided welcome and assistance to the riders at Heritage Park.
- Representing Logan County on the PPT byway board, currently reviewing and updating the corridor management plan.
- I will be attending GovCon in Snowmass, Sept. 20-23, along with assistant, Tanna Prince.