

Logan County Lodging Tax Board Minutes – November 7, 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	X	Elinor Brown, Ex Officio	
Tom Bedford, Director	X	David Piper, Director		Byron Pelton, BOCC	X
Dave Greeno, Director	X				

Guests: None.

Minutes: Minutes for October were approved on motion by Dave C and Dave G. Motion carried.

Treasurer's Report: Revenue received in October - \$10,279; ending balance - \$107,229. Suggested to move Sugar Beet Days balance of \$296.05 to unspent column. Treasurer’s report approved on motion by Tom and Russell. Motion carried.

Pending Proposals:

- None.

New Proposals:

- **Tourism Recovery Marketing Grant matching funds – Marilee Johnson – \$7,500**
 - Logan County will receive \$75,000 with 10% matching funds. Request approved on motion by Russell and Lana. Motion carried.
- **2023 Visitor Center Budget – Marilee Johnson - \$11,800**
 - Request approved on motion by Lana and Dave C. Motion carried.

Old Business: The board had discussion on the future funding of events.

New Business: None.

Tourist Information Center Report: See attached.

Meeting adjourned. There will be no meeting in December. The next meeting is planned for Monday, Jan. 9, 2023 at noon at Cecilia’s Kitchen.

- **WEBSITE** – Continuous updating. Calendar is back up and filled in. I will be adding a category for murals under things to see. Working on gathering the information and getting high quality photos of all of them. Please take a look at the website every once in a while and let me know of any corrections or suggestions.
- **VISITOR CENTER**
 - Working on rearranging and adding new displays and signs promoting Sterling and Logan County.
 - Now open our winter hours from 8am-4pm, Monday-Friday, and Saturday mornings.
 - Recently switched to Spectrum from KCI. Spectrum was able to move the main router from the CDOT workroom to the visitor center so we don't have to rely on CDOT to let us in their workroom.
 - CODT has committed funding to the rest area for more property maintenance, and there have been landscaping improvements taking place.
- **FRONT LINE WORKERS** – Created QR codes which will be made into signs for hotels, restaurants, retail, etc. as a resource for things to do, what to see and where to eat for their customers.
- **REIMAGINATION DESTINATIONS** – This is a state program grant we received to champion the value of tourism for the six counties in northeast Colorado. There is a stakeholder workshop to be held in Sterling at the Annex on Thursday, Dec. 1 from 10am-3pm. Free lunch! (You will be invited to attend.)
- **MARKETING** – Through October, our digital marketing has garnered \$1.7 million impressions, 182K engagements (likes, follows, etc.), with an average cost per result of about \$0.06. (In the U.S., Facebook advertising average is about \$0.28.)
- **GRANT** – Received a Tourism Recovery Marketing Grant for Logan County for \$75,000. This grant requires a 10% cash match (\$7,500) from Logan County Lodging Tax Board. This a reimbursable grant and must be used in two years, 2023-2024.