

Logan County Lodging Tax Board Minutes – February 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	Glenna Aurich, Ex Officio	X
Tom Bedford, Director	X	David Piper, Director	X	Byron Pelton, BOCC	X

Guests: Ken Bornhoft/IFCA and Dave Lieber/NJC Young Farmers.

Minutes: Minutes from January 3, 2022 were approved on motion by Dave C. and Lana. Motion carried.

Treasurer's Report: January revenue: \$204.86. Total available fund balance: \$110,960.98. A motion was made by Lana and Russell to approve the treasurer’s report. Motion carried.

Pending Proposals:

- **Media Logic Radio – The Sportsman Experience - \$5,000**
 - Presented at January meeting. A motion was made by Dave C. to approve funding in the amount of \$4,000 with a second by Tom. Motion carried.

New Proposals:

- **NJC Young Farmers Tractor Pull – Dave Lieber - \$4,500**
 - To fund advertising for one-day event on June 18. Estimated attendance 1600-1800. Dave Lieber is asking for additional funding due to possible confusion with Logan County Fair tractor pull being cancelled.
- **International Feedlot Cowboy Assoc. Finals – Ken Bornhoft - \$5,800**
 - To fund advertising for 4-day event on June 22-25. 200 contestants. 110-140 rooms estimated.

Old Business: None.

New Business:

- Upon the death of Peggy Swedlund, Russell Adels was appointed vice president on a motion by Dave C. and second by Tom. Motion carried.
- Commissioner Pelton advised the board of pending bill, HB22-1117, which will allow counties to seek voter approval to expand the use of lodging tax for activities related to workforce development relating to visitor experience. Pelton noted that the expanded use would be permissive. The board opted to voice their opposition to the bill with a motion to not support it by Russell and second by Tom. Motion carried.

Tourist Information Center Report: Marilee reviewed the 2021 marketing results: 3M digital impressions, 137% increase in website traffic, 22% increase in lodging tax. Also reviewed the 2022 Digital Marketing Plan from Dave Santucci, Mission2Market. Visitor Center numbers for 2021 were down about 50% from prior to 2020, but happy to see those figures slowing increasing.

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