

## Logan County Lodging Tax Board Minutes – March 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
Dave Greeno, Director	X				

New board member Dave Greeno was introduced.

**Guests:** Kay Rich, Overland Trail Museum.

**Minutes:** Minutes from February 7, 2022 were approved on motion by Dave C. and Lana. Motion carried.

**Treasurer’s Report:** February revenue: \$14,023.06. Total available fund balance: \$117,839.97. A motion was made by Dave Conley to add back as unspent: \$4,912.54 in the 2021 Visitor Center Budget pledge. Russell seconded and motion carried. A motion was made by Lana and Marilee to approve the treasurer’s report. Motion carried.

### Pending Proposals:

- **NJC Young Farmers Tractor Pull – Dave Lieber - \$4,500**
  - Presented at February meeting. Since it is a one-day event, a motion was made by Carol and seconded by Russell to approve \$1,500 for advertising this event. Motion carried.
- **International Feedlot Cowboy Assoc. Finals – Ken Bornhoft - \$5,800**
  - Presented at February meeting. A motion was made by Tom and seconded by Lana to approve funding for advertising in the amount of \$5,500. Motion carried.

### New Proposals:

- **Certified Folder Display Printing – Marilee Johnson - \$3,209**
  - Printing of 10,000 copies of a new Sterling/Logan County visitor guide brochure which will be distributed by CFD at 100 points I-80 and I-76. The request was approved on a motion by Russell and second by Dave Conley. Motion carried.
- **Heritage on the Plains – Kay Rich - \$5,265**
  - Advertising for the event, four days of music, history, fireworks and fun, to include vintage baseball game, BBQ cook-off, beer and wine competition, concerts, and more. July 1, 2, 3 and 4. The board will review the request with consideration next month.
- **Explore Magazine (Journal Advocate) – Marilee Johnson**
  - Marilee recommended either a full page for \$2,005 or a half page for \$1,075. The 2022 marketing plan had budgeted \$1,000. A motion was made by Russell and second by Tom to approve funding for a half page at \$1,075. Motion carried.

**Old Business:** None.

**New Business:** None.

**Tourist Information Center Report:** Marilee noted that Part Time Assistant Kathy Rice resigned the end of February. Applicant interviews will be conducted this month.

The next meeting is planned for Monday, April 4, 2022 at noon at Cecilia’s Kitchen.