

## Logan County Lodging Tax Board Minutes – September 12, 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		Byron Pelton, BOCC	X
Dave Greeno, Director	X				

**Guests:** Elinor Brown, in-coming LC Chamber Director; Dave Lieber, Young Farmers Tractor Pull

**Minutes:** Minutes for July 11, 2022 were approved on motion by Dave C and seconded by Lana. Motion carried.

**Treasurer's Report:** Pledge amounts approved as unspent were \$1,717 for 2022 Heritage on the Plains pledge and \$202 for Volunteer Incentive Cowboy Breakfast pledge. A motion to approve the proposed 2023 budget was made by Russell and seconded by Dave G, motion carried.

**Old Business:** Young Farmers Tractor Pull – Dave Lieber reported that attendance was a little over 1,000, less than usual, maybe due to gas prices.

### Pending Proposals:

- None.

### New Proposals:

- **Billboard – Logan County Chamber – \$3,600**
  - This is for ½ payment of the yearly billboard lease. Request was approved on first reading with motion by Lana and second by Marilee.
- **I-80/I-76 Travel Guide – Tourist Center Director - \$1,990**
  - 2023 guide book, 2-page spread inside back cover, 140+distribution spots. Request was approved on first reading with motion by Dave G and second by Russell.
- **Colorado Life Magazine – Tourist Center Director - \$5,742**
  - 2023 magazine, 6 issues per year, ½ page ad highlighting timely events and attractions. Request was approved on first reading with motion by Dave C and second by Dave G.
- **Miles Partnership/Colorado Tourism Office – Tourist Center Director - \$16,621.50**
  - 2023 advertising package, digital and print. Request was tabled on a motion by Tom and second by Russell.

**New Business:** None.

**Tourist Information Center Report:** Attached.

Meeting adjourned. The next meeting is planned for Monday, Oct. 3, 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.