

Logan County Lodging Tax Board Minutes – January 9, 2023

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

Guests: Alicia Iannone and Wayne Johnson, Media Logic.

Minutes: Minutes for November 2022 were approved on motion by Lana and Dave C. Motion carried.

Treasurer's Report: Revenue received in December 2022 - \$12,929.81; ending balance - \$113,943.12. Motion to move Heritage on the Plains balance of \$1,281.50 to unspent column by Dave C and Lana. Motion carried. Treasurer’s report approved on motion by David P and Marilee. Motion carried.

Pending Proposals:

- None.

New Proposals:

- **Sportsman’s Experience – Media Logic – \$5,000**
 - To advertise 5th annual event to be held April 28-29.

Old Business: None.

New Business:

- It was noted that July Jamz organization did not submit their invoices within 90 days as stated. Motion was made to move the pledge of \$1,000 to unspent column by Dave C and David P. Motion carried.
- Discussed the status of the city’s and county’s lodging tax boards in regards to missions, funding, projects, etc.

Tourist Information Center Report: Marilee gave a 2022 Summary Report. The campaign reached 4.3M impressions and 250,000 engagements, with a total spend of \$14,000 and cost per engagement of \$.05 (travel industry standard is \$.18.) The plan for 2023 is to target more local drive-in traffic, with those looking to get outdoors starting with the mountains’ off-peak months of May/June; positioning the better weather on the plains during these months. Advertising will start in March to begin to plant the idea during travel planning times. Advertising will continue throughout the summer and into the fall, with another push for the holidays. We will be producing new videos to help enhance our marketing efforts of the county as a destination.

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.