

Logan County Lodging Tax Board Minutes – February 6, 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	X	Russell Adels, Vice President	X	Dave Conley, Treasurer	X
Marilee Johnson, Secretary	X	Lana Hahn, Director	X	Elinor Brown, Ex Officio	X
Tom Bedford, Director	X	David Piper, Director		Joe McBride, BOCC	X
Dave Greeno, Director	X				

Guests: Kim Francis, John Weisberger, Ken Bornhoft, Dave Lieber.

Minutes: Minutes for January 2023 were approved on motion by Dave C and Lana. Motion carried.

Treasurer's Report: Revenue received in January 2023 - \$12,417.79; ending balance - \$128,318.97. Motion to move 2022 Visitor Center balance of \$3,188.23 to unspent column by Dave C and Russell. Motion carried. Treasurer’s report approved on motion by Russell and Lana. Motion carried.

Pending Proposals:

- Sportsman’s Experience – Media Logic – \$5,000
 - The board opted to approve \$2,500 for this request. Motion was made by Russell and second by Tom. Motion carried.

New Proposals:

- Logan County Chamber - \$650 for goodie bags
- Young Farmers Tractor Pull - \$2,000 for advertising
- International Feedlot Cowboys Association - \$5,500 for advertising
- Journal Advocate Explore Magazine - \$1,000 for ad placement
- Colorado Flatlanders - \$3,500 for advertising
- Marilee Johnson - \$33,000 fund transfer for salary
 - Motion to approve by Dave C and second by Lana. Motion carried.

Old Business: None.

New Business:

- Alex Wright, representing the Citizens Advisory Board (hotel tax), was on hand to discuss what he said is an apparent misunderstanding regarding application of the City of Sterling’s hotel-tax funds. Alex said he was informed that the Lodging Tax Board’s position is that it will approve funding requests up to a certain maximum amount only if the Citizens Advisory Board approves a matching amount. He said the intent of the tax collected by the City is to be used for Sterling’s beautification and the County board continue to fund marketing Logan County tourism. Tom noted that “we’re not saying we’ll only give money if CAB does, we just want (the applicants) to know that there may be other funding options. Maybe CAB can look at helping to fund the smaller events that mostly benefit the City.” Alex requested that the LTB should fund to the extent that they can and they can suggest that applicants may seek additional funds from CAB.

- Commissioner Joe McBride requested that LTB minutes/agendas be published online, on the county's website. Marilee said she will work on that.

Tourist Information Center Report: No report.

Meeting adjourned. The next meeting is planned for Monday, March 6, 2023 at noon at Cecilia's Kitchen.