

Logan County Lodging Tax Board Minutes – April 3, 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		David Piper, Director	X	Joe McBride, BOCC	X
Dave Greeno, Director	X				

Guests: Jennifer Johnson Seltzer, Kay Rich, Caitlin Baseggio, Kim Francis.

Minutes: Minutes from March 6 were approved as amended.

Treasurer's Report: Revenue received in March 2023 - \$154.61. Dave C noted that the City of Sterling might be behind in disbursing these funds. Ending balance - \$96,355.20. Motion to move 2022 Digital Marketing balance of \$260.65 to unspent column was made by Dave C and second by Russell. Motion carried. The treasurer’s report was approved on motion by Russell and Lana.

Pending Proposals:

- Colorado Boer Goat Association/Sterling - \$2,500 for advertising their region show Sept. 1-4 at the Logan County Fairgrounds. Estimate 190 room nights generated. A motion to grant \$2,500 was made by Dave C and second by Lana. Motion approved.

New Proposals:

- Kay Rich, Overland Trail Museum, requested \$2,000 to advertise the Heritage Festival on July 4.
- Caitlin Baseggio, Logan County Fair & Rodeo requested \$6,000 for advertising.
- Kim Francis, Journal Advocate, requested the board to reconsider the previously denied request of \$1,000 for advertising in the Explore Magazine. Francis gave the board a list of all the placement locations for the magazine and offered the addition of \$500 in ad value outside of the magazine, along with a full-page ad in the magazine for \$1,000. Due to the new information and added value, a motion was made by Dave C and second by Lana to approve the \$1,000 request. Motion carried 5-1.
- Marilee Johnson, Visitor Center, requested up to \$2,500 for the volunteer appreciation banquet on April 15. A motion to approve was made by Lana and second by Russell. Motion carried.

Old Business:

- Elinor Brown, Logan County Chamber of Commerce, was on hand to show the board the bags recently purchased by the Chamber with LTB funds. Elinor and Marilee also showed the board the design of the new billboard skin for the Iliff exit billboard.

New Business:

- There was no new business.

Tourist Information Center Report: No report.

Meeting adjourned. The next meeting is planned for Monday, May 1, 2023, at noon at Cecilia’s Kitchen.