

Logan County Lodging Tax Board Minutes – September 11, 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	Marty Gaines	
Tom Bedford, Director		David Piper, Director		Joe McBride, BOCC	X
Dave Greeno, Director	X			Cailin Baseggio, Chamber	X

Minutes: Minutes from July 3, 2023, were approved on a motion by Russell and Dave Greeno.

Treasurer's Report: Revenue received in July 2023 - \$10,355.58, and August 2023 - \$564.87. Ending LTB fund balance - \$115,628.24. The treasurer’s report was approved on motion by Lana and Marilee.

Guests:

- Dave Santucci, M2M – Presentation on recent campaigns and results. Report attached.
- Ken Bornhoft, IFCA – 2023 was the 50th annual and final IFCA event. This year had 1,100 teams, 130 nights of lodging.
- Dave Lieber; Tractor Pull – No estimates on lodging, but good attendance.

Pending Proposals:

- Generation Good Respect Festival, Kimberly Ertle Clark - \$3,000 for advertising. After the fact, the board learned that the event had low attendance, however the board approved funding of \$1,000 on a motion by Russell and second by Marilee.

New Proposals:

- Billboard Lease Renewal - \$3,708. One-year lease of \$7,416 is split between Lodging Tax Board and Logan County Chamber of Commerce. Request approved on a motion by Dave Conley and second by Lana.
- Colorado Life Advertising - \$5,742. Renewal of ½ page ad for one year/six issues approved on a motion by Lana and second by Russell.
- Colorado Governor’s Conference on Tourism - \$1,920.08. Conference fees and lodging for Marilee Johnson and Tanna Prince. Approved on motion by Dave Conley and second by Dave Greeno.

Old Business:

- There was no old business.

New Business:

- Marilee presented her proposed 2024 marketing plan.

Tourist Information Center Report: No report.

Meeting adjourned. The next meeting is planned for Monday, October 2, 2023, at noon at Cecilia’s Kitchen.