

## Logan County Lodging Tax Board Minutes – February 5, 2024

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	X
Tom Bedford, Director	X	David Piper, Director		X	Joe McBride, BOCC	X
Dave Greeno, Director	X				Caitlin Baseggio, Chamber	X

**Minutes:** Minutes from Jan. 8, 2023, were approved on a motion by Dave C and second by Dave G.

**Treasurer's Report:** Revenue received in January: \$212.80; have not received funds from City; ending balance: \$146,061.19. The treasurer’s report was approved on a motion by Dave G and second by Dave P.

**Guests:** Dave Santucci, Mission 2 Market; Dave Lieber, High Plains Tractor Pull; John Weisberger, Colorado Flatlanders.

### Pending Proposals:

- None.

### New Proposals:

- High Plains Tractor Pull – Will be held June 15, 2024, in conjunction with the Sportsman Experience this year. Requesting \$2,000 for advertising.
- Colorado Flatlanders Rod Run in the Park – July 5-7, 2024. Requesting \$3,500 for advertising.

### Old Business:

- Dave Santucci gave an end-of-year report for 2023 of the Tourism Recovery Marketing Grant. Working to support Logan County tourism in driving awareness and visitation. 2023 results: created media plan and advertising; executed media buy; created video RFP and selected company; integrated video ads into media buy; created monthly content for website blog and social; and provided PR and champion tourism support. 2023 ROI: 6.7M impressions; 378k potential visitors engaged; \$.04 cost per engagement; 150,000 video views; digital marketing engagement increased 50% over 2022, prior record year.

### New Business:

- None.

**Tourist Information Center Report:** No report.

Meeting adjourned. The next meeting is planned for Monday, March 4, 2024, at noon at Cecilia’s Kitchen.