

Logan County Lodging Tax Board Minutes – April 1, 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	
Dave Greeno, Director	X			Caitlin Baseggio, Chamber	X

Guests: Tim Stahley and Nathalie Bejarano, CSU Northeast Regional Engagement Center.

Minutes: Minutes from March 4, 2024 were approved on a motion by Lana and second by Tom.

Treasurer's Report: Revenue received in March: \$3301.93; ending balance: \$135,390.98. The treasurer’s report was approved on a motion by Russell and second by Marty.

Pending Proposals:

- Journal Advocate Explore Magazine – Approved \$2,640 for page 3 of magazine on motion by Lana and second by Dave G. Motion was amended by Tom and seconded by Russell to add that payment to Journal Advocate will be contingent upon receipt of distribution list for magazine. Vote was 8-1.
- Heritage Festival at the Overland Trail Museum – Approved \$1,300 for advertising the event on a motion by Dave C and second by Lana. Vote was approved 8-1.

New Proposals:

- Reprint Tree Sculptures brochures - \$1,900 for 1,100 brochures with Shipping and Stuff. Request was approved on a motion by Tom and second by Marty.
- 2024 Logan County Fair advertising, Caitlin Baseggio - \$6,000.
- CSU Engagement Center, Cinco De Mayo event, to be held May 4 on the Logan County Courthouse Square - \$1,000.

Old Business:

- None.

New Business:

- Marilee will talk to marketing consultant, Dave Santucci – can we do digital gps ads to ping to travelers driving along I-76.

Tourist Information Center Report: No report.

Meeting adjourned. The next meeting is planned for Monday, May 6, 2024, at noon at Cecilia’s Kitchen.