

Logan County Lodging Tax Board Minutes – May 6, 2024

The meeting was called to order at 12 p.m. at Cecilia’s Kitchen by President Carol Wisdom with the following present:

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| 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 | | Joe McBride, BOCC | |
| Dave Greeno, Director | X | | | Caitlin Baseggio, Chamber | X |

Guests: Richard Ontiveros, LOCAL; Alicia Iannone, Media Logic Radio.

Minutes: Minutes from April 1, 2024 were approved on a motion by Tom and second by Lana.

Treasurer's Report: Revenue received in April: \$10,208.79; ending balance: \$139,679.65. The treasurer’s report was approved on a motion by Marty and second by Russell.

Pending Proposals:

- CSU Engagement Center, Cinco de Mayo event, to be held May 4 on the Logan County Courthouse Square - \$1,000. Approved on a motion by Tom and second by Lana.
- 2024 Logan County Fair advertising, Caitlin Baseggio - \$6,000. Approved on a motion by Lana and second by Tom.

New Proposals:

- The Sportsman Experience, June 14 and 15 – requesting \$2,500 for advertising.
- Visitor Center Volunteer Banquet, TBD – requesting up to \$2,500. Approved on a motion by Russell and second by Marty.
- LOCAL events:
 - Beer, Brats & Boots – requesting \$700 for advertising
 - Art of Barbecue – requesting \$900 for advertising
 - July Jamz – requesting \$1,200 for advertising

Old Business:

- Journal Advocate Explore Magazine. The board previously approved \$2,640 for full page ad, with the stipulation that payment to Journal Advocate will be contingent upon receipt of distribution list for magazine. Board discussed the list received at this point was from last year’s distribution and reiterated that a list for this year is needed before payment is made. Marilee was asked to contact Sara Waite to convey this request.

New Business:

- Discussion was held on the board’s process for approving requests. Currently, requests are heard one month, and the board votes on it the next month. The discussion arose after the board’s approval of \$1,000 for the Cinco de Mayo event after the fact. It was questioned if the board wants to exempt new events from the 60 day approval period as they may not know to request funds early. The board decided they did not want to put in any exemptions at this time.

Tourist Information Center Report:

A quick snapshot of our digital marketing performance. All good news!

Q1 2024

Total Spend: \$3,865 (Up from \$1,275 in 2023)

Impressions: 470,000 (Up from 387,000 in 2023)

Engagements: 30,000 (Up from 15,000 in 2023. This is driven by our videos which are up to 163,000 views!)

Website Traffic: 7,900 (up from 7,400 in 2023)

UPDATES

Dave Santucci/Mission2Market is working with Azira to get our additional grant-funded advertising run via their CTV channels starting in May.

- CTV stands for Connected TVs, which are TVs connected to the internet. This includes Smart TVs, Apple TVs, and devices like Xbox and Playstation.
- Streaming services has skyrocketed since the pandemic and this presents marketers with a great opportunity as to target and curate relevant audiences via CTV because of the information collected by these apps/websites, including viewing history, interests, age, and more.
- www.azira.com is the platform that will run our CTV advertising and data collection.

Meeting adjourned. The next meeting is planned for Monday, June 3, 2024, at noon at Cecilia's Kitchen.