

## Logan County Lodging Tax Board Minutes – June 3, 2024

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

Carol Wisdom, President		Russell Adels, Vice President	X	Dave Conley, Treasurer	
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:** Chip Steger and Marla Foxhoven, Sugar Beet Days; Karen Torres and Marla Torres, Council on Aging; Bob Blach, Sterling Lions Club.

**Minutes:** Minutes from May 6, 2024, were approved on a motion by Tom and second by Lana.

**Treasurer's Report:** There was no treasurer’s report.

### Pending Proposals:

- The Sportsman Experience, June 14 and 15 – requesting \$2,500 for advertising. The request for \$2,500 was approved on a motion made by Tom and second by Marty.
- LOCAL events:
  - Beer, Brats & Boots – requesting \$700 for advertising. Move to approve by Tom and Lana.
  - Art of Barbecue – requesting \$900 for advertising. Move to approve by Lana and Marilee.
  - July Jamz – requesting \$1,200 for advertising. Move to approve by Marty and Lana.

### New Proposals:

- Sugar Beet Days, Sept. 20-21 – requesting \$3,500 for advertising. They are planning a band for Saturday evening, closing 3<sup>rd</sup> and 4<sup>th</sup> Streets, beer garden.
- Sterling Lion Club Shootout, – requesting \$1,000 for advertising. They will have an event Friday evening and shootout on Saturday.
- Aging on the Square, Oct. 11 – requesting \$2,500 for advertising. Will be moving event to NJC this year, with participation from Anschutz and CSU faculty for hands-on learning and research activities as a regional event.
- Tourist Center Director, requesting \$6,000 for continued digital marketing through the end of 2024. Will utilize search and social channels to drive the potential visitor from the awareness phase to the conversion phase of booking their trip. The request was approved on a motion by Dave G and second by Tom.

### 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. It was noted that the list has still not been provided.

**New Business:** There was no new business.

**Tourist Information Center Report:** There was no report.

Meeting adjourned. The next meeting is planned for Monday, July 8, 2024, at noon at Cecilia’s Kitchen.