

## Logan County Lodging Tax Board Minutes – July 8, 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	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				Caitlin Baseggio, Chamber	

### Guests:

**Minutes:** Minutes from June 3, 2024, were approved with a correction to add the dates for Sterling Lions Club Shootout Aug. 23-24 on a motion by Russell and second by Lana.

**Treasurer's Report:** Revenue in June: \$9,955.46. Ending balance: \$141,200.53. Motion approved to reallocate \$162 for Tree Sculpture Brochures Pledge to unspent column by Dave C and second by Tom. Treasurer’s Report approved on motion by Russell and second by Dave P.

### Pending Proposals:

- Sugar Beet Days, Sept. 20-21 – Request for \$3,500 for advertising was approved on a motion by Tom and second by Marty.
- Sterling Lion Club Shootout, Aug. 23-24 – Request for \$1,000 for advertising was approved on a motion by Marty and second by Russell.
- Aging on the Square, Oct. 11 – Request for \$2,500 for advertising was denied on a motion by Russell and second by Tom as the event does not fit the board’s mandate.

**New Proposals:** None.

**Old Business:** None.

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

**Tourist Information Center Report:** May marketing report: 65,000 video views since Azira C-TV ads launched; engagements up 300% due to YouTube and Azira videos. Marilee explained why we sometimes focus on certain businesses in our marketing efforts. The focus is to depict more of an *experience* for those visiting Sterling rather than to “advertise” a business.

Meeting adjourned. There will be no meeting in August. The next meeting is planned for Monday, Sept. 9, 2024, at noon at Cecilia’s Kitchen.