



GRANT COUNTY LODGING TAX ADVISORY COMMITTEE (LTAC)

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May 22, 2023 LTAC Meeting Minutes (corrected 6/2/23)

- Attendance:
 - LTAC: Rob Jones, County Commissioner, Chair
Marilyn Meseberg, Rate Payer
Goldye Moyer, Rate Payer (O/L)
Brulee Hoskins, Rate Payer
Kevin Danby, Recipient
Lori Valdez, Recipient
 - Clerk: Jerry Gingrich
 - Absent: Harriet Weber, Recipient
 - Guests: None
- LTAC Bylaws: Bylaws were unanimously approved (6-0) and signed by Rob Jones.
- County Commissioners Input: Discussion centered around input from each of the county commissioners and what they would like to see promoted.
- Second Round of LTAC Grants:
 - Discussion regarding opening a second round for 2023:
 - The LTAC does not recommend a second round.
 - Discussion regarding Multi-year contracts for events:
 - Placed on hold until fall meeting.
 - Discussion regarding Chamber of Commerce's Grants:
 - Placed on hold until fall meeting.
 - Discussion regarding capital improvements:
 - Placed on hold until fall meeting.
 - Amphitheater
 - Road
 - Cell Tower
 - Discussion regarding the need for a Tourism Marketing/Feasibility Study:
 - The LTAC recommends opening an LTAC Grant for a marketing/feasibility study for the county. This needs to be done to see the best direction for Tourism county-wide and how to best promote all tourism within the county. Motion by Kevin, second by Marilyn, committee voted 6-0 to recommend \$100,000.00 be awarded for marketing study.
 - Discussion regarding local events and how they should rely more on local LTAC funds. More detailed discussion to be organized for the fall meeting.
- Discussion regarding tourism promotion items. The LTAC approved Jerry to spend up to \$5,000 for tourism promotion items for the county to come from the LTAC supply budget.

A motion to dismiss the meeting was made by Brulee and seconded by Marilyn. Meeting adjourned.

The next LTAC meeting will be scheduled in the fall.