

## LOCAL OPTION TAX COMMISSION MARCH 25, 2014 MEETING MINUTES

**Commission Members Present:** Jim Bockelman, Mary Cerise, Lin Gray, Rob Jackson, Robin Watkins, Craig McCallum and Barbara Soper.

**Guests:** Denise Shirmer, Katina Adams, David Tarkalson, Joyce Scott, Judy Barkley, Breann Westfall, Camille Williams, Rick Sessions, Ron Ellsworth, Marla Huntteman and Laurie Fuggiero.

**The February financials** were unavailable. Working from the January financials and using actual revenue from prior year monthly income starting February 2013, an estimated revenue number for the balance of Financial Year 2014 will be \$68,810. An approximate fund balance for the end of January 2014 was \$21,925. Including the estimated revenue for the remainder of FY2014 with the approximate January 2014 fund balance less council's March 5<sup>th</sup> approved funding requests totaling \$16,500 and less a \$2,864 expenditure in February 2014, a possible usable fund amount of \$71,371 is available for requests through the end of FY2014. The total amount of funds recommended by the commission for council's action tonight is \$43,640 leaving approximately \$27,731 in projected funds available through the end of FY2014.

**Requests:** There were nine requests presented at this meeting. There is one request that has been carried over from the February 25<sup>th</sup> commission meeting which will be presented first;

**The Salmon Arts Council** is requesting \$3,400 for the 2014 Blues, Brews and Bar-B-Que. The amount requested is 34% of the \$10,000 event budget. The event grows each year in the number of participants both brewers and consumers. Last year's festival estimated attendance was around 600 with 515 over the age of 21. The event this year has plans to have other activities both Friday and Saturday as well as the regular Saturday event to bring more of a family festival flavor. The commission recommends \$3,400 be approved as budgeted in the request.

**The Salmon Whitewater Park Association** sponsoring Salmon Riverfest 2014 requested \$5,385 to be used for ten different items listed on the Riverfest 2014 budget. The amount requested is 59% of the \$9,110 budget. The event is a two day event held over the Memorial Day weekend. Expected participants number 300 with 50 to 100 possible out of area visitors. A film festival, a band and river floats and activities are scheduled to bring locals and visitors to downtown Salmon and to remain in town for the activities. The commission recommend \$4500 be approved for LOT specific items listed in the Riverfest 2014 budget.

**The Whitewater Therapeutic and Recreational Riding Association** sponsoring the 4<sup>th</sup> Cowboy Ball is requesting \$2,000 which is 37% of the \$5,285 budget and is to be used to cover the cost of the band. The event is a fund raiser for the association that is attended mostly by locals but is expected to bring twenty or so visitors to Salmon. The commission recommend \$1,000 be approved to help cover the cost of the band.

**The Whitewater Therapeutic and Recreational Riding Association** stepped in to sponsor the 2014 Salmon Marathon and has requested \$10,635 which is 61% of the \$17,365 total budget. The budget included twelve specific items to be covered by the LOT funds. The event brings approximately 250 runners to the Salmon along with their family and support group that normally spend at least two nights in the Salmon area. . The commission recommend \$7,500 be approved to cover the items listed in the budget.

**Lemhi County Economic Development Association, LCEDA**, has agreed to handle a marketing project that was started by the Salmon Valley Chamber of Commerce. LCEDA has been approved to manage an Idaho Travel Council, ITC, originally granted to the chamber that was earmarked for a marketing project that focuses on the City of Salmon. The chamber requested LOT funds and was approved for \$12,540 as matching funds to be used in conduction with the ITC funds. The chamber has folded and LCEDA is requesting the \$12,540 that was

previously approved. The commission recommend \$12,540 be approved to continue the marketing program started by the chamber and picked up by LCEDA.

**The Salmon Chapter of the Idaho Outfitters and Guides Association, IOGA,** requested \$1,400 for the 2014 Outfitters Rendezvous. The amount is 30% of the \$4,600 budget and is to be used for promotion, entertainment and meals. The event heads off the Salmon Select Horse Sale, offers a family friendly evening and brings an additional 20 room nights to the area by hosting the 15 member IOGA board biannual directors meeting. The commission recommend \$1,400 be approved to fund the specific items listed on the request.

**The Salmon Boosters** picked up the 3-on-3 Basketball Tournament sponsored last year by Supportive Outreach Solutions and funded by the LOT. The request is for \$3000 which is 66% of the \$4,500 budget. The fund raising event offers a recreational basketball tournament for all comers for up to 40 teams with the hopes of at least half coming from out of the area. The commission recommend \$1600 be approved to fund the certified referees, first and second place trophies and t-shirts and advertising but not the general participants t-shirts.

**The group sponsoring the Lemhi Valley Century Ride** is requesting \$700 or 14% of the events \$4,785 budget. There are two ride venues that bring 90 to 120 riders along with other non riders to the area who camp or motel in the Salmon area for 1 to 3 nights as well as use the areas other amenities. The sponsors of the event have historically kept and provided detailed post event surveys documenting the value of the event to the area. The commission recommends \$700 be approved to be used as requested.

**Goldstone Ultra Running, LLC** requested \$5,200 to help in funding the Beaverhead Endurance 100K and 50K Runs. This a first time event here in the Salmon area and the request is 61% of the total \$8485 budget. The event is expected to bring 50 ultra runners and their families to the area for at least 2 nights. Ultra runs are becoming very popular in Idaho and the proceeds from the event will be donated to the Leadore and Salmon Cross Country teams. The commission recommends \$5,000 be approved to used as requested.

**Sacajawea Interpretive, Cultural and Educational Center** is requesting \$5,205, \$2,000 for budgeted items for Agai'dika Heritage Days and \$3,205 for general summer Sacajawea Center Advertising. The amount requested is 84% of the \$6,130 budget. Agai'dika Heritage Days brings a variety of interested people and groups to the Sacajawea Center. The advertising is as stated, for the general information about the center and the summer events. The commission recommends \$5,000 be approved to used as requested.

**Due to the length of the** request and recommendation portion of the meeting, a special LOT meeting was scheduled for April 1, 5:30pm at the Sacajawea Center.