

Benton County Tourism and Recreation Corporation

November 28, 2023 – Warsaw Community Building Council Chambers

MEETING MINUTES

Suzie Brodersen

Luke Johnson

JoAnn Lane

Susan Kyle

Christine Letcher

Sabrina Brown

Rick Renno

Jessi Kendall

Lynette Stokes, Executive Director

Meeting was called to order at 3:58 p.m.

Minutes from September 2023 meeting were reviewed and approved and motion was made by Johnson and seconded by Lane to approve minutes as presented. The motion was unanimously approved.

Townsquare Media Account Executive, Kenzie Eldridge, was an invited guest that spoke about the benefits of Artificial Intelligence and streaming marketing for the 2024 budget. Motion was made to pursue the \$1,200/month plan from March-September for the AI marketing and \$500/month for radio streaming from May-November. Motion was made to approve this budget line item by Lane and seconded by Kendall. The motion was unanimously approved.

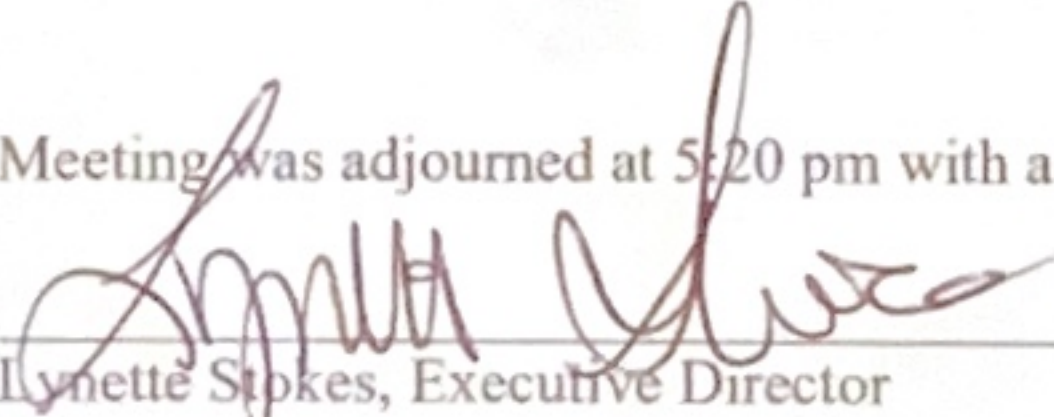
Administrative matters were discussed such as update on non-paying lodges & short-term rental properties and any updates to the 2024 budget proposed to the board. Motion was made to table the 2024 budget for approval until the January 2024 meeting by Johnson and seconded by Lane. The motion was unanimously approved.

Stokes gave updates on the Profit and Loss Statements for the period of September and October 2023 and the Balance Sheet as of November, 2023, and motion was made for acceptance of the financials by Letcher and seconded by Renno. The motion was unanimously approved.

There was no other business.

The next Commission meeting will be held on **January 16, 2024 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 5:20 pm with a motion by Letcher and seconded by Johnson.


Lynette Stokes, Executive Director