

# **Benton County Tourism and Recreation Corporation**

September 23, 2020 – Warsaw Community Building Council Chambers

## **MEETING MINUTES**

Suzie Brodersen  
Marge Lumpe  
Dorcas Brethower  
Jessi Kendall  
Luke Johnson

Rick Renno  
Susan Kyle  
Cathy Beyer  
Tim Blankinship  
Christine Letcher

Lynette Stokes, Executive Director

Meeting was called to order at 4:04 p.m.

Minutes from July 15, 2020 meeting were reviewed and motion for acceptance was made by Lumpe and seconded by Letcher. The motion was unanimously approved.

Administrative matters were discussed such as lodging tax numbers year-to-date and non-paying lodge updates were given by Stokes. Discussion was made about doing an article in the Benton County Enterprise with general information on lodging taxes being used for tourism promotion. Further discussion about the short-term AirBnB and VRBO rentals in Benton County and how many are not paying. Stokes also gave updates on efforts to find out about how we can get those entities to collect and submit to county collector.

Stokes gave updates on the financials for the period of July 16-31, 2020 and August 1-31, 2020 and motion was made for acceptance of the financials by Kendall and seconded by Beyer. The motion was unanimously approved.

The following officers' terms are set to end October of 2020: Kyle, Daleske, Letcher, Lumpe, Renno and Blankinship. Brodersen, Board Chair/President, contacted all prior to the meeting to see if they would be interested in another term and all but Lumpe accepted. Motion for acceptance of term renewals for the above officers by Lumpe and seconded by Brethower. The motion was unanimously approved.

Stokes gave an update on a grant that was awarded to tourism through the Show Me Cares Act Grant for COVID-related marketing of \$32,894, that will include print, radio, and PPE supplies for safe events (masks and hand sanitizer, hand washing and hand sanitizer stations). All funding must be spent and submitted for reimbursement through the MO Division of Tourism no later than November 20, 2020.

Stokes gave an update on a grant of \$22,000 that was awarded through Kaysinger Basin Regional Planning Commission from Evergy for a county-wide housing study. Three bids were obtained by JoAnn Lane, Economic Developer for Benton County, and Lane and Stokes made the suggestion to accept the bid from RDG. Motion was made by Brethower and seconded by Letcher to accept the bid recommended by Lane from RDG. The motion was unanimously approved.

Stokes discussed the need to increase the credit limit to \$5,000 on the credit card in order to place orders for the grants. Motion was made for acceptance of the credit limit increase by Kendall and seconded by Johnson. The motion was unanimously approved.

Stokes and Brodersen discussed the need for a possible line of credit loan of \$25,000 through Hawthorn Bank due to cash flow purposes since there are expenses that will be made for the grant from now through the end of the year. The board discussed and motion was made by Johnson and seconded by Brethower to move forward with the line of credit loan. The motion was unanimously approved.

Discussion followed regarding the affects of tourism with regards to the COVID-19 epidemic. Stokes gave updates on marketing campaign efforts, updates on the Benton County Virtual Art Experience and encouraged the board to vote for People's Choice and to bid on the silent auction items. Stokes gave updates on the following programs being done by Stokes with joint efforts with the University Extension Office: Ambassador Program, Barn Quilt Square Tour, Warsaw Walking Tour. Stokes will be working with the Trulaske School of Business marketing interns this semester.

Osage Lakes Greenway updates were given by Stokes regarding the grant for signage and brochures on the Butterfield Stagecoach section in Benton County through the Benton County Community Foundation. Brodersen awarded the check to Stokes.

Under other business, Stokes gave updates on upcoming vacation days.

The next Commission meeting will be held on **November 18, 2020 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 4:53 pm with a motion by Lumpe and seconded by Johnson.

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Lynette Stokes, Executive Director