

Benton County Tourism and Recreation Corporation

March 19, 2024 – Warsaw Community Building Council Chambers

REVISED MEETING MINUTES 4/24/24

Suzie Brodersen
Luke Johnson
JoAnn Lane
Christine Letcher

Sabrina Brown
Jessi Kendall
Brooke Daleske

Lynette Stokes, Executive Director

Meeting was called to order at 4:01 p.m.

Minutes from January 30, 2024 meeting were reviewed and approved and motion was made by Kendall and seconded by Lane to approve minutes as presented. The motion was unanimously approved.

Administrative matters were discussed such as update on non-paying lodges & short-term rental properties being that we are still waiting on the Prosecuting Attorney's Office to proceed with criminal charges. Stokes offered information that there has been discussion with the City of Warsaw's attorney and information has been forwarded to him to see if we need to move on to other options at this time to collect on these lodges.

There was discussion from Stokes about the social media marketing efforts on boosting event posts for all chamber, county and city events. In order to not provide the BCTR credit card number on chamber events, Stokes recommended opening a "vacation card" with a \$1,500 balance that will cover all of the events for security reasons. There was no vote needed to secure this line of credit since the budget was approved for this amount per Brodersen. The board present at the meeting was in agreement with this.

Stokes gave updates on the Profit and Loss Statements for the period of January and February 2024 and the Balance Sheet as of February 29, 2024. There was discussion on the Balance Sheet as to why there is a balance under "undeposited funds" and Stokes indicated she would also update them on that answer at the next meeting. Motion was made for acceptance of the financials by Kendall and seconded by Brown pending an update from Stokes on clarification on the correct month indicated on the reports under Marketing Services, invoices from Turn North LLC. The motion was unanimously approved.

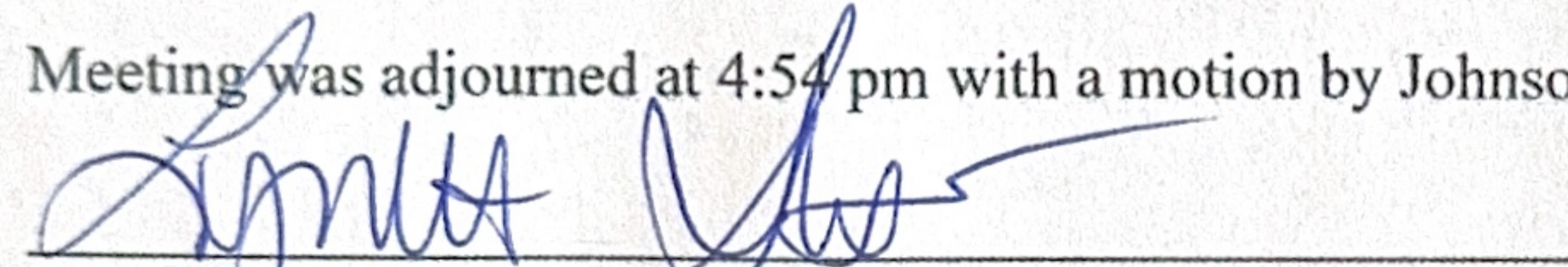
Updates and events and projects were given by Stokes, which included the Barn Quilt Tour, Trulaske School of Business project, Townsquare Media marketing, Harborfest (8/3), ArtsFest (6/1), Whiteman Day (6/14) and discussion of a new event below the Dam called "The Dam Swap Meet". Stokes gave updates on marketing efforts year-to-date and an update that billboards contracts were now all completed. Regarding Townsquare Media marketing, Stokes addressed the lack of communication with the sales rep and that the campaign was supposed to begin 3/1 and had not began as of the date of this meeting.

Under other business, there was discussion about board member terms for officers to review and renew. These were reviewed with the current board members and will be gone over again during the next meeting with the board members who weren't available. Additionally, there was discussion about OLGC being transferred to a bike club that was formed by Rick Kiser and other community members to take over events that Mac Vorce was having thru the Truman Lake

Adventure Club since he was leaving in May. The board advised that they would like to see a mission statement before they would approve this. Stokes contacted Kiser after the meeting and advised of the need to have a mission statement received before a vote could be made. Motion was made via email from President and Director to board members on 4/11/24 asking for a vote to allow OLG entity to be transferred over to Rick Kiser and his board. 9 votes were yes and 1 was no response. Motion was made and approved for 9 out of 10 votes from the board.

The next Commission meeting will be held on **May 21, 2024 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 4:54 pm with a motion by Johnson and seconded by Letcher.



Lynette Stokes, Executive Director