

Benton County Tourism and Recreation Corporation

September 20, 2018 -Warsaw Community Building Council Chambers

MEETING MINUTES

Susan Kyle
Tim Blankinship
Christine Letcher
Marge Lumpe

Brooke Deleske
Mary Donnell Brown
Ken Beyer
Jessica Kendall

Lynette Stokes, Executive Director

Meeting was called to order at 4:00 p.m.

Minutes from July 26, 2018 meeting were reviewed and motion for acceptance by Deleske and seconded by Letcher. The motion was unanimously approved.

The 2018 Budget was reviewed and revisions will be made and resent to the Board by email for approval at the next meeting.

The Financials were reviewed for the period July 27-September 20, 2018 and motion was made for acceptance of the Financials by Deleske and seconded by Letcher. The motion was unanimously approved.

There were updates given by Stokes regarding one non-paying lodge for 2018 and reports distributed for YTD 2018 lodging tax revenue and lodges we will be seeking to send to the Prosecuting Attorney for further collection efforts. Stokes went over updates on upcoming events, OLG and trail route efforts, marketing training for businesses, Crappie Master's Appreciation Dinner, additions to the website, Press/Media tour update, MDT update, the KBRPC Trails Workshop in November and Building Local Prosperity Workshop information and plan. No motions were necessary and discussion was informational.

There was open discussion regarding the status of businesses being open on weekends and holidays for tourists.

The next Commission meeting will be held on **November 15, 2018 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 5:35 pm.

Lynette Stokes, Executive Director

BUDGET 2018 Y-T-D

Income	APPROVED 7/26	REVISED BUDGET 9/20	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	COLLECTED YTD
Lodging tax	57186	54674	2648	7621	481	0	6515	2370	15296	849	1183	1488	16088	135	35780
Bank Sponsorships	6000	5500		2000				2000	1000		500				5500
City	17500	15500	15500												15500
County Commissioners	8500	8500	8500												8500
City of Cole Camp	1200	1200				1200									1200
Cole Camp Chamber	910	910	910												910
City of Lincoln	1874	1874	1874												1874
Downtown Merchants (billboard)	650	650			390	90	170								650
Lincoln Chamber	688	1376						1376							1376
Healthcare Facilities	1500	1500			1500										1500
MMG Grants	1000	1000			1000										1000
Walmart Contribution	1000	1000			1000										1000
Casey's Contribution	0	0													0
Cigar Box Festival/BBQ Comp	6000	5925	750							5175					5925
Crappie Masters	4300	3850	1250						400			2200			1650
Warsaw Chamber (welcome center mailing)	100	100					100								100
Workshop income		32									32				32
Poker Run	170	170					170								170
Monthly Income	108578	* 103761	31432	9621	4371	1290	6955	5746	16696	6024	1715	3688	16088	135	82667

*original budget: \$97904 (A \$5,857)

Expenses	APPROVED 7/26				REVISED 9/20				SPENT							SPENT YTD	
	4423		4600		3000	3000	3000	3000	3000	700	700	100	700	100	3100		SPENT YTD
Grants	4423		4600		3000	3000	3000	3000	3000						3100		1500
Administrative																	0
Post Office Box		50	50					50								50	
Salary		36000	36000					3000	3000						3000		27000
Proposed Bonus (50% over \$50,000 annual tax)		1000	1000														0
Supplies		1200	1200		122	36	38	100	126	100	100	100	100	100	100	100	780
Misc Expenses		2400	1372		0	0	0	50	100	122	50	200	200	200	200	200	772
Phones		480	550		20	20	110	20	20	120	80	20	20	80	20	20	430
Operating Insurance (Officers Liability)		640	640												640		0
2017 Tax Return Prep		600	600							600	30						630
Internet		360	360		90			90						90			270
Website & domain annual cost		300	315		315												315
Mastercard Yearly fees**		30	30		30												30
Plot a Route Membership		22	22							22							22
Welcome Center Brochure Mailings**		300	100						100								100
Marketing/Advertising/Events																	0
Crapple Masters Tournament (9/26-9/29)		3000	6410		500				200	2500	60			2300			4110
Cigar Box Festival (8/4-8/5)		4000	5919		110	517			60	216	5016						5919
Poker Run (4/21)**		0			40	50			150								240
Collateral (bags, koozies, shirts & table skirt)		2500	3183					2820						363			3183
Hwy 65 Warsaw billboard (not renewing)		1200	1200		400	400											1200
Hwy 65 Lincoln billboard Renew 6/20/18		2750	2750					2750									2750
Hwy 65 billboard Cole Camp Renew 12/27/17		1368	1368		114	114	114	114	114	114	114	114	114	114	114	114	1026
Hwy 7 billboard (Warsaw) Renew 3/2018		2400	2400		200	200	200	206	206	206	206	206	206	206	206	206	1836
Hwy 50 (Sedalia) digital billboard (yearly)		6500	6500		6500												6500
Facebook Ads		850	520		10	75	87	43	105	100	100	0	0	0	0	0	520
Marketing Firm (Adwords, Facebook & Press Release)		8745	5545		895	775	775	775	775	775	0	0	0	0	0	0	5545
PRESS TOUR			0														0
Produce new BCTR video		300	300												300		0
Print Publications																	0
Missouri Life Vacation Guide (May)		1900	1900					1900									1900
Missouri Tourism & Recreation Guide (May)		595	595					595									595
Missouri Life Biking Trails Guide (March)		1900	1900		1900												1900
MO Travel Council Travel Exchange Profile Book*		95	95					95									95
Travel Shows																	0
Iowa Boat RV & Vacation Show 3/9-3/11		950	950					950									950
Omaha Sports Show 2/22-2/25		2250	2102		375			1094	633								2102
MO State Fair Travel Council 8/16?		400	305							125	180						305
Lake Ozark Shootout (August)		250	285								250	35					285
Membership																	0
MACVB (MO Assn of Convention & Visitor Bureau)		1150	385		250				135	0							385
MTC (Missouri Travel Council)		250	295		150			45	55								295
Governor's Conference on Tourism		500	0														0
Lincoln Chamber**		50	50														50
Warsaw Chamber **		0	100							100							100
Other																	0
Marketing/Business Workshop			50														50
Monthly Expenses	91708		92150		12536	6515	10236	7823	5992	10625	5004	10249	4760	6300	3640	8470	73740

* original budget. 1804 none (1185 1845)

Crappie Masters Tournament September Meeting

Income	Expenses
	Initial Investment - \$5,000**
Music sponsor - \$400 (Sterett Creek)	Event Insurance - \$126
Cody's Bait & Tackle - \$400 (tent)	Audio/Band- \$400
City - \$1250	Port-a-potty's - \$225 (3 reg / 1 handicap)
Food sponsor - \$1800 (Truman Lake Boats)	Tents for All Events - \$650
	Food - \$1,800 (\$9.75/pp) w/ alcohol
	16 extra & drinks - \$200
	Extra ad - \$500
	Banner - \$30
Total estimated income: \$3850	Total estimated expenses: \$8931

**\$2500 paid in 2017 and \$2500 paid in 2018