

Benton County Tourism and Recreation Corporation

March 18, 2020 – Lakes Inn Dining Area

MEETING MINUTES

Suzie Brodersen
Christine Letcher
Marge Lumpe
Luke Johnson via telephone

Cathy Beyer
Tim Blankinship
Jessi Kendell

Lynette Stokes, Executive Director

Meeting was called to order at 4:10 p.m.

Minutes from January 16, 2020 meeting were reviewed and motion for acceptance was made by Kendall and seconded by Beyer. The motion was unanimously approved.

Administrative matters were discussed such as non-paying lodge updates, Director annual performance review, 2019 Director commission and the 2020 audit. There was discussion regarding the director raise for 2020 to include that it was an item approved in the budget. Brodersen went over the evaluations to include improvements on suggested items. Motion was made to approve the raise but hold off for 60 days at Director's recommendation in regards to the state of the economy and budgetary reasons; pay will be retroactive at Director's discretion. Motion was made by Johnson to approve the raise but to include waiting 60 days and retro pay the raise if the state of tourism is not affected by the current epidemic; motion was seconded by Kendall. The motion was unanimously approved.

Stokes gave updates on the 2020 revised budget and financials for the period of January 17-March 18, 2020 were reviewed. Motion was made to approve the profit and loss statement by Kendall and seconded by Lumpe. The motion was unanimously approved.

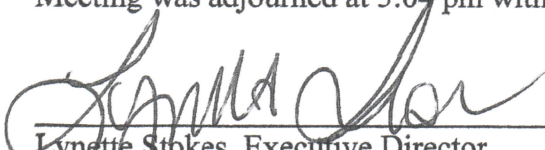
Discussion followed regarding the affects of tourism with regards to the COVID-19 epidemic. Stokes offered examples of ways to promote tourism in our area, unless things change and businesses are closed. After discussion, the board agreed to move forward with radio advertising and social media marketing. There was also discussion on upcoming events and cancellations. The Board agreed to postpone the Pubs and Poker and move the date to June 13. There was discussion about the Art Walk and the board agreed to evaluate as the state of current issues progressed.

There were updates given by Stokes regarding past and upcoming events and efforts including the Omaha sports show in February, Economic Director update, Chamber Update, MO Photo Workshop, Wings over Whiteman Air Show, Warsaw and Merchant billboards, Lincoln billboard, Meet the Tourism Board, Cigar Box Guitar Music Festival and BBQ Competition and Art Walk.

Osage Lakes Greenway updates were given by Stokes regarding the Butterfield 60 race and a possible grant offered for health-related items from the Benton County Community Foundation

The next Commission meeting will be held on **May 20, 2020 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 5:04 pm with a motion by Lumpe and seconded by Johnson.



Lynette Stokes, Executive Director