

Benton County Tourism and Recreation Corporation

September 24, 2025 – Warsaw Community Building Council Chambers

MEETING MINUTES

Suzie Brodersen
JoAnn Lane
Holly Eierman
Lisa Gladston

Sabrina Brown
Cheri Nations
Jessi Kendall

Lynette Stokes, Executive Director

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

Minutes from July 15, 2025 meeting were reviewed and approved and motion was made by Lane and seconded by Kendall 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. Discussion was made by Stokes and Brodersen that the board has a vacant position that needs to be filled with recommendations being accepted. The majority of the board does agree that a realtor would be a benefit to the board. Board member terms ending are Holly Eierman (filling the vacancy of Luke Johnson), Jessi Kendall and Suzie Brodersen, ending October 2025. Kendall, Eierman and Brodersen all agreed to another three-year term with Brodersen resigning after one-year (2026) to train another President. Motion was made for acceptance of the term renewals for the three positions with a motion made by Lane and seconded by Brown. The motion was unanimously approved. There was further discussion about adding a check signor since we only have two signors currently. Motion was made by Lane to appoint Kendall as the third check signor and seconded by Brown. The motion was unanimously approved. The ByLaws were reviewed for the verbiage to be able to have online meetings if a board member could not be present in-person. After review, it was determined that language is already in the document. Additionally, there was discussion about including board member requirements in the ByLaws when it is revised. Lane and Stokes will work on verbiage to present to the Board at the next meeting.

Further discussion ensued regarding the documents provided by the County Attorney for the updates to the Lodging Tax Ordinance, Agreement between the County and BCTR and updating the ByLaws to reflect the same. Stokes will follow-up with the County Commission to see what the status of finalizing those documents is.

Stokes gave updates on the Profit and Loss Statements for the period of July and August 2025 and the Balance Sheet as of August 31, 2025. Motion was made for acceptance of the financials by Lane and seconded by Brown. The motion was unanimously approved.

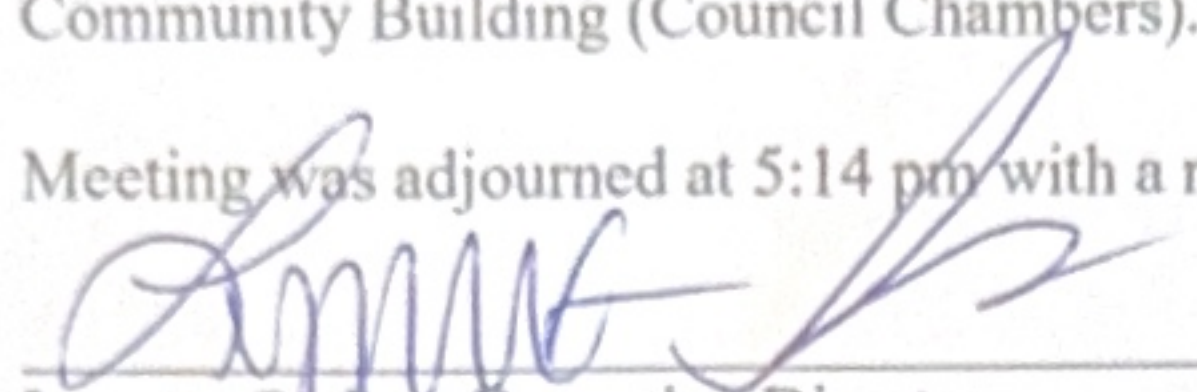
2025 projects and highlights were presented by Stokes, including Harborfest income and expenses, Benton County Tourism study/focus groups, MO State Fair booths (8/7 and 8/14), Benton County barn quilt trail and marketing updates on digital and print advertising efforts to-date. There was further discussion about doing away with Harborfest and adding new events to 2026, which include a Car Cruise and a Junk Market (names to be determined). Stokes discussed briefly that the digital marketing reports are included in the packet of information provided at the meeting and dates were proposed to the board to have a virtual meeting with Madden Media to discuss in depth the reports.

The proposed date agreed upon is October 1, 2025 at 11am. Stokes will send out a meeting link to the board and also mentioned inviting anyone else who may want to review the reports.

There was no other business.

The next Commission meeting will be held on **November 18, 2025 at 4pm** at the Warsaw Community Building (Council Chambers).

Meeting was adjourned at 5:14 pm with a motion by Lane and seconded by Brown.



Lynette Stokes, Executive Director