

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, February 10, 2021

Present

Dan Bazzoli, Don Chappel, Ben McMillen, Christy Orndorff, Kevin Paul, Deneen Rhodes, Adam Stokes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guests: Betsy McClure and Bret Moore.

Absent

Matt Cumberledge, Derek Garcia, Justin McWilliams, Nicole Mitchell, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32 p.m.
2. Blair Zimmerman made the motion and Don Chappel seconded to approve the January 13, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of January 29, 2021, the Hotel/Motel Tax Account ending balance is \$98,248.10; the TPA Fundraising Account ending balance is \$35,913.11; and the TPA MMA Savings Account ending balance is \$11,002.31.

ACCOUNTS PAYABLE

1. Dan Bazzoli made the motion and Ben McMillen seconded to approve the purchase of the STR DMO Destination Report for one-year at \$2,200. Vote was unanimous.
2. Blair Zimmerman made the motion and Christy Orndorff seconded to approve the February 10, 2021 Disbursement Request (Attachment 1). Vote was unanimous.
3. Don Chappel made the motion and Dan Bazzoli seconded to approved the Greene River Trail grant project Disbursement Request (Attachment 1). Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that the Google Destination audit was returned with Greene County scoring below average. The scoring was not unexpected and there are several items that can be done to improve the scoring. A staff training is scheduled for February 11th and organizations such as Waynesburg Prosperous & Beautiful, Waynesburg University, Greene County Chamber of Commerce, and Carmichaels Chamber of Commerce were extended an invitation to participate. Ben McMillan shared that the last training was well done and was relevant to Greene County.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. A committee meeting will follow the board meeting and anyone interested may attend.
2. A Wedding Marketing meeting for all Targeted Marketing participants is scheduled for 11 a.m. on Tuesday, February 16.

Bylaws (*Don Chappel*)

Nothing to report at this time.

Finance (*Don Chappel*)

1. To close out 2020, outstanding invoices from the County and receipts for hotel tax revenue are remaining and should be submitted within the next month.

2. Hotel tax was increased to 5% on February 1, 2021. We will start to see the results in two months, although hotel occupancy is unusually low because of Covid-19 and the oil/gas industry.
3. Information and documents required for the Paycheck Protection Loan are being gathered and an application will be submitted upon final receipt.
4. Blair Zimmerman made the motion and Ben McMillen seconded to approve the purchase of Zoom Meetings for a one-year subscription at \$149.90.

Fundraising (*Sandy Wilson & Shelley Younken*)

Nothing to report at this time.

Grants (*Nicole Mitchell*)

1. Don Chappel made the motion and Christy Orndorff seconded to approve the final advertising grant disbursement of \$250 to EQT REC Center for their 3rd Anniversary Birthday Celebration/Sports Clinics. Vote was unanimous.
2. JoAnne Marshall reported that conversations are still being held with the King Coal Association and Hard Core Derby Promotions to settle their 2020 grant funding.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for December 2020 was 29.7%, average daily room rate was \$73.98, the revenue per available room was \$21.95, and the number of rooms sold were 3,495. Year-to-date, occupancy averaged 36.7% compared the occupancy average of 62.9% last year.

Long-Range Strategic Planning (*Matt Cumberledge & Kevin Paul*)

Nothing to report at this time.

Partnership (*Matt Cumberledge*)

1. JoAnne Marshall reported that a total of 14 partners have been renewed as of this morning with payment and paperwork in the office. Communication with partners have been positive and the new tier structure is well received.

OLD BUSINESS

1. The Locator Map Project funded partially through a grant received from Community Foundation of Greene County will highlight businesses and attractions along with ad space on a 14"x20" full-color artistic version of the Greene County Map. Distribution will be primarily at hotels and the Welcome Center. The backside of the map will have space for 3"x2" ads available at \$50 each. The project is anticipated to be completed by June 30, 2021.

NEW BUSINESS

1. Blair Zimmerman shared that the County is in the process of acquiring and setting up the contract for the Covid-19 Hospitality Industry Recovery Program available from the state. Funding assistance will be available to hospitality industry businesses affected by the pandemic. More information will be available at a later date.

PUBLIC COMMENT

1. Bret Moore shared that he is in discussions about bringing a music festival to the Greene County Fairgrounds on Labor Day weekend.

ADJOURNMENT

1. The meeting adjourned at 4:03 p.m. by a motion from Kevin Paul and seconded by Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, March 10 at 3:30 p.m.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q1
Wednesday, February 10, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
05/31/2020	2296	County of Greene General Fund	Computer (Lenovo Thinkcentre)	HM	\$ 910.00
08/31/2020	2297	County of Greene General Fund	Microsoft Office License	HM	\$ 233.35
10/16/2020	2264	County of Greene General Fund	October Windstream	HM	\$ 16.19
12/20/2020	2283	County of Greene General Fund	December Cell Phone	HM	\$ 42.29
12/30/2020	2286	County of Greene General Fund	December 30, 2020 Payroll Accrual	HM	\$ 420.32
12/31/2020	2284	County of Greene General Fund	December Copier & Color Copies	HM	\$ 247.82
12/31/2020	2285	County of Greene General Fund	2020 Retirement	HM	\$ 2,524.42
12/31/2020	2287	County of Greene General Fund	December 31, 2020 Payroll Accrual	HM	\$ 860.61
12/31/2020	2294	County of Greene General Fund	December Postage	HM	\$ 68.46
12/31/2020	2295	County of Greene General Fund	3rd Quarter Administration	HM	\$ 597.17
01/01/2021	2288	County of Greene General Fund	January Avaya	HM	\$ 14.78
01/01/2021	2291	County of Greene General Fund	January Copier & Color Copies	HM	\$ 247.99
01/01/2021	INV10-006940	CTM Media Group Inc.	Ohio Distribution (January 2021)	HM	\$ 250.00
01/21/2021	GCBS0121	Getaways On Display, Inc.	Pallet Pick-Up (4,000 Brochures)	HM	\$ 75.00
01/27/2021	488698	STR, Inc.	DMO Destination Report (1-Year)	HM	\$ 2,200.00
01/31/2021	2290	County of Greene General Fund	January Payroll	HM	\$ 2,516.70
01/31/2021	2292	County of Greene General Fund	January Cell Phone	HM	\$ 42.29
01/31/2021	2293	County of Greene General Fund	January Postage	HM	\$ 225.76
01/31/2021	AMEX-January	County of Greene General Fund	American Express (January 2021)	HM	\$ 15.89
02/01/2021	2289	County of Greene General Fund	February Avaya	HM	\$ 14.78
02/01/2021	47037	Miles Media Group, LLLP	2021 VisitPA Advertising	HM	\$ 3,411.46
02/01/2021	GCTPA0221P	Pennsylvania On Display	PA Distribution (February 2021)	HM	\$ 336.00
02/01/2021	INV10-007286	CTM Media Group Inc.	Ohio Distribution (February 2021)	HM	\$ 250.00

TOTAL REQUESTED THIS REPORT \$ 15,521.28

Greene River Trail Grant Project - Disbursement Request

Wednesday, February 10, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
01/31/2021		1331 Studios	Greene River Trail Design (Flyer and 24-Page Brochure)	FR	1,200.00
02/08/2021	45205	Direct Results	GreeneScene Insert (March 2021)	FR	2,849.00
02/08/2021	45207	Direct Results	20 qty. Coroplast Signs	FR	939.80
02/08/2021	73752	MPB Print & Sign Superstore	Greene River Trail Booklets (7,000 qty)	FR	2,715.00
02/08/2021		County of Greene General Fund	Trail Installation Supplies	FR	271.75

TOTAL REQUESTED THIS REPORT \$ 7,975.55

Minutes submitted by JoAnne Marshall, Tourism Director.