

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, April 14, 2021

Present

Don Chappel, Ben McMillen, Nicole Mitchell, Deneen Rhodes, Sandy Wilson, Shelley Younken and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Dan Bazzoli, Derek Garcia, Justin McWilliams, Christy Orndorff, Kevin Paul, and Adam Stokes.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:31 p.m.
2. Blair Zimmerman made the motion and Deneen Rhodes seconded to approve the March 10, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported as of March 31, 2021, the Hotel/Motel Tax Account ending balance is \$84,403.73; the TPA Fundraising Account ending balance is \$36,230.92; and the TPA MMA Savings Account ending balance is \$11,004.14.

ACCOUNTS PAYABLE

1. Nicole Mitchell made the motion and Don Chappel seconded to approve the April 14, 2021 Disbursement Request (Attachment 1). Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that she attended various meetings the past month included the Upper Ohio River Valley regional group, Pittsburgh & It's Countryside regional group and weekly meetings with PA state tourism offices and Pennsylvania Restaurant & Lodging Association.
2. Event cancellations to date include the Ramp Festival and Gross National Product (GNP) Concert. Both events hope to hold one last event prior to dissolving. The Sheep & Fiber Festival has downsized to a one-day event on May 22 and will focus mainly on fiber vendors and food.
3. An audit of the office was held on Friday, March 19. Everything went well and no further action is needed.
4. The new computer was installed along with the credit card machine.
5. The Greene River Trail brochures were delivered and available for distribution.
6. A list of tourism office activities was passed around for discussion and awareness. There are several large projects currently in progress.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. Ben McMillen reported that the Intimate Wedding marketing committee is moving forward with additional interest from Kathryn's Victorian Venue and John & Dolly Throckmorton for new venues.
2. JoAnne Marshall reported that the WV Living Spring 2021 issue is out and our full-page ad is on page 40. The digital campaigns ended March with over 55,000 impressions on Facebook and continual growth on Instagram. The website had over 5,000 visits in March 2021 with the Intimate Weddings blog the highest visited page during the month. Emails have an average of a 24% open rate and a 21% click rate in March 2021. Over 600 visitor guides were sent out by direct request for the first quarter and at least one guide was sent to an address in 46 out of the 50 states.

3. The board discussed continuing with the Tourism spot on WANB radio for Monday, Wednesday and Friday for 2021. A request for pricing was submitted. Discussion was also held on the possibility of additional radio ads through the partner radio station of 103.1.
4. Ben McMillen made the motion and Deneen Rhodes seconded to purchase an annual subscription to include the Google Maps plugin for the website business directory at \$400 per year with a one-time fee of \$50 to Laick Design for the directory conversion. Vote was unanimous.

Bylaws (*Don Chappel*)

Nothing to report at this time.

Finance (*Don Chappel*)

1. Blair Zimmerman made the motion and Nicole Mitchell seconded to approve the 2020 Financial Report (Attachment 2). Vote was unanimous.
2. Don Chappel made the motion and Deneen Rhodes seconded the May-August 2021 Budget (Attachment 3). Vote was unanimous.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. Sandy Wilson reported that the committee is helping to contact all restaurant owners for the Restaurant & Attraction brochure and that help is needed to make the personal contact to each restaurant to help "Put You on The Map." Per grant requirements, the project needs to be completed by June 30, 2021.
2. The committee presented the #DineGreene21 campaign. The campaign is the first out of three challenges to be held throughout the year with a focus on restaurants in the summer, retail in the fall/holidays and attractions in the spring. The #DineGreene21 will be held Memorial Day through Labor Day through social media using hashtags and photo captures at participating locations. No purchase is required and the entry requires a person to post a photo with the #DineGreene21 hashtag and a hashtag of the restaurant's choosing to Facebook, Twitter or Instagram. A weekly winner will be drawn to win a gift card to one of the participating restaurants. Ben McMillen suggested that an initiative to the restaurants to participate should be added such as a Restaurant of the Week with a possible award of an advertising package.

Grants (*Nicole Mitchell*)

1. Deneen Rhodes made the motion and Ben McMillen seconded to approve the final advertising grant disbursement of \$250 to Hard Core Derby Promotions for their Chaos in Coal Country. Vote was unanimous.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for February 2021 was 38.8%, average daily room rate was \$75.67, the revenue per available room was \$29.38, and the number of rooms sold were 4,131. February 2021 revenue for the hotels was 98% of February 2020's revenue and 55% of February 2019's revenue.

Long-Range Strategic Planning (*Kevin Paul*)

Nothing to report at this time.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. JoAnne Marshall shared that she is still continuing to work with partnership renewals and updating partnership accounts.

OLD BUSINESS

Nothing to report at this time.

NEW BUSINESS

1. JoAnne Marshall reported that National Travel & Tourism Week is May 2-8, 2021 with a theme "Power of Travel" that recognizes the industry's role in bringing back our vibrant communities, restoring the US economy, rebuilding our workforce and reconnecting America. A proclamation will be sent to the Greene County Commissioners and a static display will be set up at the I-79 Welcome Center. Summer and fall events will be highlighted throughout the week on social media and e-blasts.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:40 p.m. by a motion from Shelley Younken and seconded by Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, May 12 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q2
Wednesday, April 14, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
01/31/2021	2292/2311	County of Greene General Fund	January Cell Phone	HM	43.33
01/31/2021	2312	County of Greene General Fund	2021 HSA Contribution	HM	875.00
02/28/2021		County of Greene General Fund	February Postage	HM	355.98
03/01/2021	2307	County of Greene General Fund	March Windstream	HM	17.37
03/01/2021	2308	County of Greene General Fund	March Copier & Color Copies	HM	268.88
03/24/2021	11503	New South Media, Inc.	WV Living (Spring 2021) - Full Page Ad	HM	1,700.00
03/31/2021	2309	County of Greene General Fund	March Payroll	HM	3,147.18
03/31/2021	2310	County of Greene General Fund	March Cell Phone	HM	42.33
03/31/2021		County of Greene General Fund	March Postage	HM	939.85
04/01/2021	2306	County of Greene General Fund	April Avaya	HM	14.78
04/01/2021	GCTPA0421P	Pennsylvania On Display	PA Distribution (April 2021)	HM	336.00
04/01/2021	INV10-008324	CTM Media Group Inc.	Ohio Distribution (April 2021)	HM	250.00
04/06/2021	AMEX-March	County of Greene General Fund	American Express (March 2021)	HM	83.52
05/01/2021	2313	County of Greene General Fund	May Avaya	HM	14.78

TOTAL REQUESTED THIS REPORT \$ 8,089.00

Greene County Tourist Promotion Agency
Profit & Loss Budget vs. Actual
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Bounced Checks Income	0.00	0.00	0.00	0.0%
43310 · County Personnel Contribution	55,859.68	55,199.71	659.97	101.2%
43110 · Hotel/Motel Tax	99,386.82	165,000.00	(65,613.18)	60.23%
43115 · Charges for Services				
Advertising Sales				
Co-Op Advertising Sales	0.00	1,000.00	(1,000.00)	0.0%
Visitor Guide Ad Sales	7,875.00	7,500.00	375.00	105.0%
Total Advertising Sales	7,875.00	8,500.00	(625.00)	92.65%
Inventory Sales	330.92	750.00	(419.08)	44.12%
Partnership Dues	6,680.00	6,750.00	(70.00)	98.96%
Print & Copy	353.68	0.00	353.68	100.0%
Seminar/Training	0.00	0.00	0.00	0.0%
Sponsorship	550.00	0.00	550.00	100.0%
Tours	0.00	0.00	0.00	0.0%
Total 43115 · Charges for Services	15,789.60	16,000.00	(210.40)	98.69%
43120 · Grant Funding				
Rivers of Steel	15,000.00	15,000.00	0.00	100.0%
Total 43120 · Grant Funding	15,000.00	15,000.00	0.00	100.0%
43125 · CARES Act Funding	50,000.00	50,000.00	0.00	100.0%
43205 · Interest Income	364.30	1,000.00	(635.70)	36.43%
48900 · Shipping and Delivery Income	36.75	0.00	36.75	100.0%
43300 · Deposit Back to Hotel-Motel	7,757.23	7,757.23	0.00	100.0%
Total Income	244,194.38	309,956.94	(65,762.56)	78.78%
2019 Grant Award Balance	6,850.00	6,850.00	0.00	0.0%
2018 Greene River Trail Project Balance	15,000.00	15,000.00	0.00	0.0%
Gross Profit	266,044.38	331,806.94	(65,762.56)	80.18%
Expense				
Personnel/Payroll				
61105 · Salaries & Wages	69,183.36	77,500.00	(8,316.64)	89.27%
61205 · Medical Coverage	32,273.14	31,750.00	523.14	101.65%

61210 · Workers Comp.	126.75	140.00	(13.25)	90.54%
61215 · Unemployment Comp.	531.02	1,100.00	(568.98)	48.28%
61221 · Social Security Tax	3,892.29	4,900.00	(1,007.71)	79.43%
61222 · Medicare Tax	910.47	1,150.00	(239.53)	79.17%
61225 · Life Insurance	179.60	200.00	(20.40)	89.8%
61230 · Retirement	5,048.83	4,000.00	1,048.83	126.22%
Total Personnel/Payroll	112,145.46	120,740.00	(8,594.54)	92.88%
Services				
62205 · Local Service	935.88	1,200.00	(264.12)	77.99%
62305 · Postage/Shipping	4,648.90	3,000.00	1,648.90	154.96%
62310 · Advertising				
Print				
Chamber of Commerce	250.00	350.00	(100.00)	71.43%
GreeneScene / Direct Results	0.00	1,800.00	(1,800.00)	0.0%
Herald-Standard / GC				
Messenger	0.00	0.00	0.00	0.0%
New South Media - WV Living	5,100.00	5,100.00	0.00	100.0%
Observer-Reporter	0.00	1,212.00	(1,212.00)	0.0%
VisitPA	5,490.00	5,490.00	0.00	100.0%
VisitPittsburgh	4,200.00	4,200.00	0.00	100.0%
Where & When	2,200.00	3,300.00	(1,100.00)	66.67%
Misc. Print	2,900.00	900.00	2,000.00	322.22%
Total Print	20,140.00	22,352.00	(2,212.00)	90.1%
Digital				
Email Marketing	445.50	600.00	(154.50)	74.25%
Social Media Advertising	0.00	1,250.00	(1,250.00)	0.0%
www.VisitPA.com	4,270.00	4,270.00	0.00	100.0%
www.VisitPITTSBURGH.com	1,500.00	1,500.00	0.00	100.0%
Misc. Digital	900.00	0.00	900.00	100.0%
Website Hosting	664.64	4,300.00	(3,635.36)	15.46%
Photo/Video Production	0.00	0.00	0.00	0.0%
Total Digital	7,780.14	11,920.00	(4,139.86)	65.27%
TV / Radio				
WANB Radio	1,260.00	1,740.00	(480.00)	72.41%
Total TV / Radio	1,260.00	1,740.00	(480.00)	72.41%
Promotional Materials	0.00	500.00	(500.00)	0.0%
Vendor Fees	135.00	700.00	(565.00)	19.29%
Distribution Program	7,667.66	9,127.00	(1,459.34)	84.01%
Total 62310 · Advertising	36,982.80	46,339.00	(9,356.20)	79.81%
62405 · Travel Expenses/Mileage	148.81	1,500.00	(1,351.19)	9.92%
62605 · Dues & Subscriptions	2,749.28	3,300.00	(550.72)	83.31%

62610 · Printing & Reproduction	23,829.70	22,000.00	1,829.70	108.32%
62615 · Employee Development/Conference	35.00	1,250.00	(1,215.00)	2.8%
62735 · Other Professional Services	774.67	2,000.00	(1,225.33)	38.73%
62740 · Partnership Meetings	1,795.65	1,500.00	295.65	119.71%
62745 · Tour Expenses	0.00	0.00	0.00	0.0%
Total Services	71,900.69	82,089.00	(10,188.31)	87.59%
Materials & Supplies				
63105 · Supplies	145.00	500.00	(355.00)	29.0%
64125 · Capital Outlay	1,143.35	3,500.00	(2,356.65)	32.67%
Total Materials & Supplies	1,288.35	4,000.00	(2,711.65)	32.21%
64105 · Grant Projects				
Greene River Trail	30,000.18	30,000.00	0.18	100.0%
COVID-19 Promotion Campaign	50,770.51	50,000.00	770.51	101.54%
Total 64105 · Grant Projects	80,770.69	80,000.00	770.69	100.96%
65110 · Tourism Grants				
Advertising Capital	13,744.00	17,350.00	(3,606.00)	79.22%
l	11,000.00	16,000.00	(5,000.00)	68.75%
Sponsorships	2,650.00	350.00	2,300.00	757.14%
Total 65110 · Tourism Grants	27,394.00	33,700.00	(6,306.00)	81.29%
Indirect Expenses				
65115 · Indirect Administration	4,278.60	3,300.00	978.60	129.66%
Total Indirect Expenses	4,278.60	3,300.00	978.60	129.66%
62810 · Miscellaneous Service Expenses				
PA Sales Tax	20.89	200.00	(179.11)	10.45%
Total 62810 · Miscellaneous Service Expenses	20.89	200.00	(179.11)	10.45%
62850 · Check Reissue from Hotel-Motel	7,757.23	7,757.23	0.00	0.0%
Total Expense	305,555.91	331,786.23	(26,230.32)	92.09%
Net Ordinary Income	(39,511.53)	20.71	(39,532.24)	(190,784.79%)
Other Income/Expense				
Other Expense				
2020 Grant Award Balance	250.00	0.00	250.00	100.0%
Total Other Expense	250.00	0.00	250.00	100.0%
Net Other Income	(250.00)	0.00	(250.00)	100.0%
Net Income	(39,761.53)	20.71	(39,782.24)	(191,991.94%)

4/12/2021

Greene County Tourist Promotion Agency
2021 May-August Budget

Account		January - April 2021				
Revenue	Number	Account Name	Actual	Jan-April 2021 Budget	May-Aug 2021 Budget	2021 Budget Total
	43110	Hotel/Motel Tax	\$ 13,705.99	\$ 40,000.00	\$ 40,000.00	\$ 80,000.00
	43115	Charges for Service				
		Restaurant Brochure Ad Sales	\$ 50.00	\$ -	\$ -	\$ -
		Email Marketing	\$ 850.00	\$ -	\$ -	\$ -
		Co-op Advertising Sales (Wedding)	\$ 900.00	\$ 2,000.00	\$ -	\$ 2,000.00
		Inventory Sales	\$ 149.43	\$ -	\$ -	\$ -
		Shipping and Delivery Income	\$ 8.55	\$ -	\$ -	\$ -
		Partnership Dues	\$ 3,575.00	\$ 5,000.00	\$ -	\$ 5,000.00
	43205	Interest Income	\$ 34.00	\$ 50.00	\$ 40.00	\$ 90.00
	43310	County Personnel Contribution	\$ 2,937.02	\$ 4,900.00	\$ 5,769.83	\$ 10,669.83
	43120	Grant Funding	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,000.00
		TOTAL REVENUE	\$ 24,209.99	\$ 53,950.00	\$ 45,809.83	\$ 99,759.83
Expenses	Account	2021 Actual	Jan-April	May-Aug	2021 Budget	
Personnel	61105	Salaries & Wages	\$ 8,938.33	\$ 13,900.00	\$ 14,365.17	\$ 28,265.17
	61205	Medical Coverage	\$ 1,867.21	\$ 4,200.00	\$ 2,667.44	\$ 6,867.44
	61210	Workers Comp.	\$ 15.01	\$ 25.00	\$ 24.00	\$ 49.00
	61215	Unemployment Comp.	\$ 264.09	\$ 135.00	\$ 380.00	\$ 515.00
	61221	Social Security Tax	\$ 522.93	\$ 900.00	\$ 800.00	\$ 1,700.00
	61222	Medicare Tax	\$ 122.30	\$ 350.00	\$ 200.00	\$ 550.00
	61225	Life Insurance	\$ 18.20	\$ 28.00	\$ 28.00	\$ 56.00
	61230	Retirement	\$ -	\$ -	\$ -	\$ -
		TOTAL PERSONNEL	\$ 11,748.07	\$ 19,538.00	\$ 18,464.61	\$ 38,002.61
Services	62205	Local Service	\$ 238.06	\$ 300.00	\$ 300.00	\$ 600.00
	62305	Postage/Shipping	\$ 309.31	\$ 2,000.00	\$ 4,000.00	\$ 6,000.00
	62310	Advertising				
		Print	\$ 7,350.00	\$ 5,650.00	\$ 3,000.00	\$ 8,650.00
		Digital	\$ 7,371.05	\$ 7,296.08	\$ 6,000.00	\$ 13,296.08
		TV/Radio	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
		Promotional Materials	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
		Vendor/Display Fees	\$ -	\$ -	\$ -	\$ -
		Distribution Program	\$ 2,344.00	\$ 2,344.00	\$ 2,344.00	\$ 4,688.00
		Total Advertising	\$ 17,065.05	\$ 15,290.08	\$ 16,344.00	\$ 31,634.08
	62405	Travel Expenses/Mileage	\$ -	\$ -	\$ 500.00	\$ 500.00
	62605	Dues & Subscriptions	\$ 2,475.35	\$ 2,500.00	\$ 900.00	\$ 3,400.00
	62610	Printing & Reproduction	\$ 752.27	\$ 1,000.00	\$ 2,500.00	\$ 3,500.00
	62615	Employee Development/Conference Costs	\$ -	\$ -	\$ -	\$ -
	62735	Other Professional Services	\$ 55.90	\$ 100.00	\$ 640.00	\$ 740.00
	62740	Partnership Meetings	\$ -	\$ -	\$ -	\$ -
		TOTAL SERVICES	\$ 20,895.94	\$ 21,190.08	\$ 25,184.00	\$ 46,374.08
Materials & Supplies	63105	Supplies	\$ -	\$ -	\$ -	\$ -
	63110	Merchandise - New Inventory	\$ -	\$ -	\$ -	\$ -
		Capital Outlay	\$ -	\$ -	\$ -	\$ -
		TOTAL MATERIALS & SUPPLIES	\$ -	\$ -	\$ -	\$ -
Grant Projects	64105	Grant Projects				
		Community Foundation	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00
		TOTAL GRANT PROJECTS	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00
Grants & Sponsorships	65110	Tourism Grants				
		Advertising & Promotion Grants	\$ -	\$ -	\$ -	\$ -
		Capital Grant Projects	\$ -	\$ -	\$ -	\$ -
		Sponsorships	\$ -	\$ -	\$ -	\$ -
		TOTAL GRANTS & SPONSORSHIPS	\$ -	\$ -	\$ -	\$ -
Indirect	65115	Indirect Administration	\$ -	\$ 800.00	\$ 800.00	\$ 1,600.00
		TOTAL INDIRECT EXPENSES	\$ -	\$ 800.00	\$ 800.00	\$ 1,600.00
Miscellaneous	62810	Miscellaneous Service Expenses	\$ -	\$ -	\$ -	\$ -
		PA Sales Tax	\$ -	\$ -	\$ -	\$ -
		Square (Credit Card) Fees	\$ 2.88	\$ -	\$ 50.00	\$ 50.00
		TOTAL MISC. SERVICE EXPENSES	\$ 2.88	\$ -	\$ 50.00	\$ 50.00
		TOTAL EXPENDITURES	\$ 32,646.89	\$ 45,528.08	\$ 44,498.61	\$ 90,026.69
			\$ (8,436.90)	\$ 8,421.92	\$ 1,311.22	\$ 9,733.14