

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, June 9, 2021

Present

Dan Bazzoli, Don Chappel, Ben McMillen, Kevin Paul, Deneen Rhodes, Adam Stokes, and Sandy Wilson.
Staff: JoAnne Marshall. Guest: Bret Moore.

Absent

Derek Garcia, Justin McWilliams, Nicole Mitchell, Christy Orndorff, Shelley Younken, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32 p.m.
2. Don Chappel made the motion and Kevin Paul seconded to approve the May 12, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of May 28, 2021, the Hotel/Motel Tax Account ending balance is \$94,719.63; the TPA Fundraising Account ending balance is \$37,077.01; and the TPA MMA Savings Account ending balance is \$11,005.50.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Dan Bazzoli seconded to approve the June 9, 2021 Disbursement Request (Attachment 1). Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that the Upper Ohio Valley Regional Tourism group and Visit Mountaineer Country organization both held meetings in the past month. The Upper Ohio Valley Regional Tourism group plan to meet in person for future meetings with both meetings scheduled in Ohio counties.

COMMITTEE REPORTS

Advertising *(Ben McMillen & Christy Orndorff)*

1. Ben McMillen shared that the Throckmorton's were able to sell their property as originally planned and unfortunately will not be participating as a venue in the Wedding Marketing group.
2. JoAnne Marshall shared updates on marketing initiatives that the VisitPA Happy Thoughts e-newsletter was successful as increasing traffic to our website to find out more about Summer Festivals and Fairs. WANB and WKVE radio scripts also began with Doug Wilson recommending and volunteering to record the radio sports with the larger audience this summer.

Bylaws *(Don Chappel)*

Nothing to report at this time.

Finance *(Don Chappel)*

Nothing to report at this time.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. #DineGreene21 Challenge started on Memorial Day and has demonstrated success with generating social media awareness and creating interest in eating at local restaurants. 17 restaurants are currently engaged with others welcome to join at any part of the summer.
 - a. Greene County Industrial Development Inc. was left off the promotional materials by mistake. An apology was made and accepted. Discussion will be held on options for their involvement in the next challenge.
 - b. Board members and elected officials are encouraged to participate in the #DineGreene21 Challenge.
2. The committee will set a meeting at the July board meeting to begin planning for the next challenge.

Grants (*Nicole Mitchell*)

Nothing to report at this time.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for April 2021 was 46.9%, average daily room rate was \$75.89, the revenue per available room was \$35.57, and the number of rooms sold were 5,343. The hotels are seeing increases in occupancy and average daily room rates, but are still lower than 2019's numbers.

Long-Range Strategic Planning (*Kevin Paul*)

Nothing to report at this time.

Partnership (*Deneen Rhodes & Shelley Younken*)

Nothing to report at this time.

OLD BUSINESS

Nothing to report at this time.

NEW BUSINESS

1. Civil War Trails gained permission to invite Greene County to participate in their program. Involvement includes helping to identify locations of significance to the Civil War that are not necessarily battlefields. Locations could be Underground Railroad locations, monuments, or even a significant family story. There is an annual fee per sign to participate, but the general consensus is to continue with the project as it would be beneficial.
2. A partnership meeting needs to be held this year according to our bylaws. A possible plan includes holding the meeting at an outdoor location in September or October to announce the Restaurant that would win the advertising package from the #DineGreene21 Challenge and announce our next challenge.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:03 p.m. by a motion from Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, July 14 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q2
Wednesday, June 9, 2021**

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2021	Q1-2021	County of Greene General Fund	1st Quarter Administration	HM	\$ 278.67
05/01/2021	2322	County of Greene General Fund	May Windstream	HM	\$ 16.36
05/28/2021	2325	County of Greene General Fund	May Cell Phone	HM	\$ 42.34
05/28/2021	77385	MPB Print & Sign Superstore	#DineGreene21 - Window Decals	HM	\$ 425.00
05/28/2021	77435	MPB Print & Sign Superstore	#DineGreene21 - Rack Cards	HM	\$ 699.00
05/31/2021	21050021	WANB Radio	May Tourism Radio (WANB - 4 spots)	HM	\$ 80.00
05/31/2021	21050079	WKVE	May Tourism Radio (WKVE-4 spots)	HM	\$ 80.00
05/31/2021	2323	County of Greene General Fund	May Payroll	HM	\$ 3,076.44
05/31/2021	Adorama - AMEX	County of Greene General Fund	Adorama (Photography Backpack)	HM	\$ 15.36
05/31/2021	AMEX-May	County of Greene General Fund	American Express (May 2021)	HM	\$ 1,396.37
06/01/2021	GCT0621P	Pennsylvania On Display	PA Distribution (June 2021)	HM	\$ 336.00
06/01/2021	INV10-009624	CTM Media Group Inc.	Ohio Distribution (June 2021)	HM	\$ 250.00
06/03/2021	77580	MPB Print & Sign Superstore	#DineGreene21 - Counter Top Displays	HM	\$ 305.00
06/04/2021	77615	MPB Print & Sign Superstore	#DineGreene21 - Table Tents	HM	\$ 348.00
06/04/2021		5 Kidz Kandy	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Belly Busters	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		Brady's Roadhouse	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		Burgers & More	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		Creek N' Rail Café	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		Creekside Kitchen	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		DJs Family Diner	#DineGreene 21 - Gift Card	FR	\$ 25.00
06/04/2021		Don Patron Mexican Grill	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Greene Cove Yacht Club	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Hungarian Smokehouse	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Kiln to Table	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Rising Creek Bakery	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Sorella's Pizza	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		The Ice Plant	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Tommy Boy's Tavern	#DineGreene21 - Gift Card	FR	\$ 25.00
06/04/2021		Two Rivers Marina	#DineGreene21 - Gift Card	FR	\$ 25.00
06/07/2021	11725	New South Media, Inc.	WV Living (Summer 2021) - Full Page Ad	HM	\$ 1,700.00
07/01/2021	2324	County of Greene General Fund	July Avaya	HM	\$ 14.78
				Total	\$ 9,463.32

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account