

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, May 10, 2023**

**Present**

Casey Durdines, Amy Hopkins, Liz Menhart, Ben McMillen, and Blair Zimmerman. Staff: JoAnne Marshall, Trevor Miller, and Frank Cortazzo.

**Absent**

Dan Bazzoli, Jared Bennett, Courtney Hursey, Heidi Jamison, Bethany Tanner, Sandy Wilson, and Shelley Younken.

**Quorum Present?**        Yes

**CALL TO ORDER:**

1. Ben McMillen called the meeting to order at 3:39 p.m.
2. Blair Zimmerman made the motion and Amy Hopkins seconded to approve the April 12, 2023 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balances as of April 28, 2023 were: Hotel/Motel Tax at \$299,662.85 and TPA Fundraising at \$37,463.67.

**ACCOUNTS PAYABLE**

1. Amy Hopkins made the motion and Blair Zimmerman seconded to approve the May 10, 2023 Disbursement Request (Attachment 1) totaling \$23,819.77. Vote was unanimous.

**DIRECTOR REPORT**

1. Trevor Miller and Frank Cortazzo started on Monday for their summer internships. So far they have already created content for the website and social media.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Amy Hopkins made the motion and Casey Durdines seconded to approve the Page 3 ad in The Dominion Post Summer Guide for \$1,250 or a full-page ad for \$950 if Page 3 is not available. Vote was unanimous.
2. The board declined to participate in Observer Reporter's Greene County Living "Welcome Summertime" advertising opportunity.
3. Amy Hopkins made the motion and Casey Durdines seconded to participate in VisitPA's co-op program of Online Video and Responsive Display in July and August for \$3,000 per month pending award of grant. Vote was unanimous.
4. JoAnne Marshall shared the April 2023 Advertising Summary with print in WV Weddings, VisitPITTSBURGH Official Visitors Guide, Moundsville WV Official Visitors Guide, digital co-op program with VisitPA on Google and video streaming, and a strong continuation in digital reach through VisitGreene platforms which includes 9,138 users on the website, 75,223 users on Facebook, and 21,543 users on Instagram.

**Special Projects**

1. Nothing to report at this time.

**Hotel/Motel Tax**

1. Hotel occupancy for March 2023 was 57.4%, average daily room rate was \$88.88, the revenue per available room was \$51.01, and the number of rooms sold were 6,761.

**Long-Range Planning**

1. Nothing to report at this time.

**Partnership**

1. JoAnne Marshall shared that a proclamation was presented this morning for National Travel & Tourism Week by the Greene County Commissioners. The interns will set up for a day at the I-70 Welcome Center in Washington County on Thursday and at I-79 Welcome Center in Greene County on Friday from 10am to 2pm with a reception for Tourism Partners.

**America250PA**

1. Amy Hopkins made the motion and Casey Durdines seconded to approve a community clean-up service project of Water Dam Rd for July 20, 2023. A grant application will be submitted through Keep Pennsylvania Beautiful to help secure funding for project costs. Vote was unanimous.
2. Infrastructure Improvements and Projects Committee regional meetings will be held in Allegheny County at 1pm on June 16<sup>th</sup> and Somerset Count at 11am on August 17<sup>th</sup>.

**OLD BUSINESS**

1. Nothing to report at this time.

**NEW BUSINESS**

1. Nothing to report at this time.

**PUBLIC COMMENT**

1. No public comment.

**ADJOURNMENT**

1. The meeting adjourned at 4:10 p.m. by a motion from Amy Hopkins. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, June 14 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2023 – Q2**  
**Wednesday, May 10, 2023**

Date	Invoice #	Vendor	Memo	Account	Amount
12/31/2022	2479	County of Greene General Fund	December Accrual	HM	796.80
03/31/2023	2478	County of Greene General Fund	March Payroll	HM	3,922.93
03/31/2023	2480	County of Greene General Fund	March Cell Phone	HM	42.11
03/31/2023	2481	County of Greene General Fund	March Windstream	HM	14.64
04/01/2023	0014	1331 Studios	Car Show Brochure Design	HM	600.00
04/10/2023	03751- 29265922	JoAnne E Marshall	Canva Pro Subscription (1-Year)	FR	119.99
04/17/2023	15	Silvertongue Ink	Content Articles (1 qty)	HM	100.00
04/18/2023	2665	Embroid'em	Staff and Board Shirts	FR	317.00
04/21/2023		Laick Design-V	Domain Renewal (gogreenecounty.com)	HM	25.00
04/26/2023	16	Silvertongue Ink	Content Articles (7 qty)	HM	700.00
04/27/2023	13500	New South Media, Inc.	WV Weddings (Spring/Summer 2023) - Full Page Ad	HM	1,750.00
04/30/2023	14659	Red House Communications	Online Responsive and Responsive Display (March-May 2023)	HM	9,000.00
04/30/2023	2482	County of Greene General Fund	April Payroll	HM	3,659.98
04/30/2023	AMEX-April	County of Greene General Fund	American Express (Apr 2023)	HM	469.56
05/01/2023	79782	Miles Media Group, LLP	VisitPA.com: Web Display (Programmatic)	HM	1,250.00
05/01/2023	GCTPA0523P	Pennsylvania On Display	PA Distribution (May 2023)	HM	448.00
05/01/2023	INV10- 025029	CTM Media Group Inc.	Ohio Distribution (May 2023)	HM	603.76

**Total** **\$23,819.77**

**Legend**

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account