

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, June 14, 2023

Present

Dan Bazzoli, Casey Durdines, Amy Hopkins, Courtney Hursey, Liz Menhart, Ben McMillen, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Heidi Jamison, Bethany Tanner, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:33 p.m.
2. Casey Durdines made the motion and Amy Hopkins seconded to approve the May 10, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Courtney Hursey reported the ending balances as of May 31, 2023 were: Hotel/Motel Tax at \$295,984.59 and TPA Fundraising at \$37,941.31.

ACCOUNTS PAYABLE

1. Amy Hopkins made the motion and Blair Zimmerman seconded to approve the June 14, 2023 Disbursement Request (Attachment 1) totaling \$13,139.74. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared updates about hosting the I-79 Welcome Center staff on a tour of Greene County in May along with speaking at the Waynesburg Prosperous & Beautiful Downtown Dialogue. The Veterans Memorial Park held their final dedication ceremony on Memorial Day with a large crowd in attendance. The Planning & Development department hosted the Allegany Conference for a tour of Greene County and Tourism was in attendance at the morning session. The Greene County Mega Pull was held successfully on Saturday, June 10th and the crowd liked the new NTPA classes.
2. The Tourism interns, Frank and Trevor, have been working on several projects including videos, website updates and refresh, emails, social media stories, and radio scripts. The engagement on their projects has been positive. Upcoming video projects include our coal heritage, Rev. John Corbly, and Ryerson Station State Park.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Courtney Hursey made the motion and Dan Bazzoli seconded to approve Business View Magazine's Bronze marketing package for \$1,550. Vote was unanimous.
2. Blair made the motion and Amy Hopkins seconded to approve a full-page ad in the Greene County Chamber of Commerce's for \$250. Vote passed with Casey Durdines abstaining.
3. The board declined to participate in Recreation New's October Pennsylvania Co-Op advertising opportunity.
4. JoAnne Marshall shared the May 2023 Advertising Summary with print in Morgantown Magazine, The Dominion Post's Guide to Summer, digital co-op program with VisitPA on Google and video

streaming, and a strong continuation in digital reach through VisitGreene platforms which includes 14,509 users on the website, 172,251 users on Facebook, and 28,876 users on Instagram. May was the highest month for reach in Tourism's history.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for April 2023 was 57.7%, average daily room rate was \$88.16, the revenue per available room was \$50.83, and the number of rooms sold were 6,573.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. National Travel & Tourism Week at the I-70 Welcome Center in Washington County and at I-79 Welcome Center in Greene County went well and the interns were able to talk to several travelers along with Welcome Center staff.

America250PA

1. Infrastructure Improvements and Projects Committee regional meetings are actually hearings for projects. The hearings will be held in Allegheny County at 1pm on June 16th and Somerset County at 11am on August 17th. Anyone interested in submitting a project proposal is encouraged to do so or share their ideas.
2. A grant of \$2,000 was received from Keep Pennsylvania Beautiful for the cleanup project at Water Dam Rd on July 20th. Discussion was held on the needs for the day. Volunteers do need to sign up through America250PA and we will meet at 9:30am on July 20th.

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 4:20 p.m. by a motion from Casey Durdines and seconded by Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, July 12 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q2
Wednesday, June 14, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2023	2485	County of Greene General Fund	April Cell Phone	HM	42.19
04/30/2023	2483	County of Greene General Fund	April Windstream	HM	14.64
04/30/2023	2486	County of Greene General Fund	May Cell Phone	HM	42.09
05/01/2023	23641	PA Restaurant & Lodging Association	PRLA DMO Dues (7/2023- 6/2024)	HM	1,014.00
05/11/2023	101595	MPB Print & Sign Superstore	Car Show Envelopes (1000 qty)	FR	132.00
05/11/2023	101613	MPB Print & Sign Superstore	Car Show Brochures (5000 qty)	FR	2,429.00
05/11/2023	671223	5 Kidz Kandy	Cupcakes and Cookies for NTTW Reception	HM	65.00
05/15/2023	80503	Miles Media Group, LLLP	VisitPA E-Newsletter Ad (May 2023)	HM	425.00
05/18/2023	13579	New South Media, Inc.	Morgantown (Summer 2023) - Full Page Ad	HM	800.00
05/18/2023	092742	County of Greene General Fund	Travel Expenses (Miller) 5/11-5/12 @ 113.30 miles	HM	74.21
05/19/2023	272588	Where & When	Where & When (Summer 2023): Half Page Ad	HM	1,366.00
05/31/2023	77097	West Virginia Newspaper Publishing Co.	Guide to Summer - Page 3 Ad	HM	1,250.00
05/31/2023	AMEX-May	County of Greene General Fund	American Express (May 2023)	HM	3,436.94
06/01/2023	GCTPA0623P	Pennsylvania On Display	PA Distribution (June 2023)	HM	448.00
06/01/2023	INV10- 025859	CTM Media Group Inc.	Ohio Distribution (June 2023)	HM	603.76
06/05/2023	Cortazzo	County of Greene General Fund	Travel Expenses (Cortazzo) 5/18-6/1 @ 115.50 miles	HM	75.65
06/05/2023	Marshall	County of Greene General Fund	Travel Expenses (Marshall) 5/1-5/31 @ 108.80 miles	HM	71.26
06/15/2023	81945	Miles Media Group, LLLP	VisitPA E-Newsletter Ad (June 2023)	HM	850.00

Total **\$13,139.74**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account