

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, October 11, 2023

Present

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

Absent

Jared Bennett, Casey Durdines, Amy Hopkins, Heidi Jamison, Bethany Tanner, 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 Sandy Wilson seconded to approve the September 13, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Courtney Hursey reported the ending balances as of September 29, 2023 were: Hotel/Motel Tax at \$343,825.42 and TPA Fundraising at \$33,312.30.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Dan Bazzoli seconded to approve the October 11, 2023 Disbursement Request (Attachment 1) totaling \$7,832.24 Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that she received a recent email invite to participate in Thanks for Giving Community Fair on Wednesday, November 8th. During discussion with the board, the consensus is to not participate due to the target audience is Greene County residents and a lack of materials to distribute at the end of the year. However, maps could be offered as something that the organizers may hand out.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Courtney Hursey made the motion and Liz Menhart seconded to purchase an Awareness Native and Online Video programmatic marketing campaign for April and May 2024 for \$7,996 per month, and an Engagement Native and Online Video programmatic marketing campaign for June 2024 for \$8,996. Vote was unanimous.
2. Liz Menhart made the motion and Sandy Wilson seconded to purchase a full-page ad in the Greater Moundsville CVB's 2024 Visitor Guide for \$1,500. Vote was unanimous.
3. JoAnne Marshall shared the September 2023 Advertising Summary that featured print in WV Living and The Dominion Post, WANB and WKVE radio ads, VisitPA Happy Thoughts Eblast, and digital reach through VisitGreene platforms which includes 13,525 users on the website, 379,508 users on Facebook, and 32,137 users on Instagram.

Special Projects

1. The coupon book is in production. Sandy Wilson shared that the coupon text and expiration date will be up to the individual restaurants and retail shops.

Hotel/Motel Tax

1. Hotel occupancy for August 2023 was 66.1%, average daily room rate was \$89.68, the revenue per available room was \$59.32, and the number of rooms sold were 7,792.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Discussion was held on moving the annual partnership meeting from Tuesday, November 12th to Wednesday, March 13, 2024 due to other events that week and the upcoming holidays. The board was in agreement that the spring may be a better option instead of the fall.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Dan Bazzoli made the motion and Courtney Hursey seconded to approve the nominations of Rebecca Trigger for Public Director and Greg Hopkins for Associate Director on the Greene County Conservation District Board of Directors. Vote was unanimous.
2. Discussion was held on submitting an application for the Rivers of Steel's Mini-Grant Program. The opportunity was declined at this time due to current time commitments but the opportunity will be shared with others that could apply.

PUBLIC COMMENT

1. No public comment.

ADJOURNMENT

1. The meeting adjourned at 4:38 p.m. by a motion from Blair Zimmerman and seconded by Courtney Hursey. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, November 8 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q43
Wednesday, October 11, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
07/31/2023	2497	County of Greene General Fund	July Cell Phone	HM	42.09
07/31/2023	2498	County of Greene General Fund	July Windstream	HM	15.07
08/31/2023	2499	County of Greene General Fund	August Cell Phone	HM	42.09
08/31/2023	2500	County of Greene General Fund	August Windstream	HM	15.08
09/20/2023	13935	New South Media, Inc.	WV Living (Fall 2023) - Full Page Ad	HM	1,750.00
09/24/2023	78450	West Virginia Newspaper Publishing Co.	Buckwheat Festival - Front and Back Cover Ad	HM	1,695.00
09/30/2023	23090010	WANB Radio	September Tourism Radio (WANB-13 spots)	HM	260.00
09/30/2023	23090069	WKVE Radio	September Tourism Radio (WKVE-16 spots)	HM	320.00
09/30/2023	AMEX- September	County of Greene General Fund	American Express (September 2023)	HM	2,900.04
10/01/2023	INV10-02	CTM Media Group Inc.	Ohio Distribution (October 2023)	HM	603.76
10/10/2023		JoAnne E Marshall	Social Media Instagram Boost	HM	99.96
10/10/2023		JoAnne E Marshall	Travel Expenses (136.10 Miles)	HM	89.15
07/31/2023	2497	County of Greene General Fund	July Cell Phone	HM	42.09

Total **\$7,832.24**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account