

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, November 8, 2023

Present

Dan Bazzoli (*phone*), Courtney Hursey (*phone*), Sandy Wilson, Bethany Tanner, and Blair Zimmerman.
Staff: JoAnne Marshall. Guest: Bret Moore

Absent

Jared Bennett, Casey Durdines, Amy Hopkins, Heidi Jamison, Ben McMillen, Liz Menhart, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32 p.m.
2. Blair Zimmerman made the motion and Dan Bazzoli seconded to approve the October 11, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of October 31, 2023 were: Hotel/Motel Tax at \$383,940.01 and TPA Fundraising at \$33,312.30.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Dan Bazzoli seconded to approve the November 8, 2023 Disbursement Request (Attachment 1) totaling \$18,356.97. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that PRLA and Pennsylvania tourism offices are in favor of new legislation around Tourism Improvement Districts (TID). The legislation would permit an additional tax on hotel room rentals in a specified area with the board consisting of the hotel operators. They would work together to decide how to use the additional revenue. While it is a good idea for many areas across the state and possible for us in the future, it would not work at this time in Greene County.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Blair Zimmerman made the motion and Bethany Tanner seconded to continue the WANB and WKVE Tourism Minute spots year-round at \$140 per week. Vote was unanimous.
2. The board declines to participate in VisitPITTSBURGH's 2024 Insider Guide.
3. Courtney Hursey made the motion and Bethany Tanner seconded to participate in Anderson's Brochure Distribution Service of 24 shows in 2024 for \$4,250. Vote was unanimous.
4. Bethany Tanner made the motion and Dan Bazzoli seconded to re-print the Greene County Map brochure. Vote was unanimous.
5. The board declines to participate in VisitPA's Winter Co-Op advertising.
6. JoAnne Marshall shared the possibility to advertise with Forever Media Group and WTAJ. Further discussion and research is requested as we move into Spring/Summer 2024.
7. JoAnne Marshall shared about the location intelligence and foot traffic data software opportunity from Placer.ai. The board would like to investigate the software further including a presentation from Placer.ai.

8. JoAnne Marshall shared the October 2023 Advertising Summary that featured print in Pennsylvania Business Central and GoXplore, WANB and WKVE radio ads, and digital reach through VisitGreene platforms which includes 7,170 users on the website, 329,575 users on Facebook, and 48,392 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for September 2023 was 66.6%, average daily room rate was \$97.80, the revenue per available room was \$65.17, and the number of rooms sold were 7,596.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Courtney Hursey made the motion and Dan Bazzoli seconded to approve the 2024 Partnership Program of Basic Partnership for \$50, Expanded Partnership for \$75, and Premier Partnership for \$125. Marketing add-ons include Wedding Venues for \$100 and Car Shows for \$25. Vote was unanimous.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Courtney Hursey made the motion and Bethany Tanner seconded to approve a part-time Partnership Relations Specialist job description pending HR and Commissioners approval. Vote was unanimous.

PUBLIC COMMENT

1. No public comment.

ADJOURNMENT

1. The meeting adjourned at 4:11 p.m. by a motion from Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, December 13 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q4

Wednesday, November 8, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
01/19/2023	2505	County of Greene General Fund	Supplies - Date Stamp	HM	22.02
01/31/2023	2508	County of Greene General Fund	January Copier & Color Copies	HM	239.49
02/28/2023	2507	County of Greene General Fund	Background Check (Trevor Miller)	HM	12.50
02/28/2023	2509	County of Greene General Fund	February Copier & Color Copies	HM	242.27
03/31/2023	2510	County of Greene General Fund	March Copier & Color Copies	HM	255.87
04/30/2023	2511	County of Greene General Fund	April Copier & Color Copies	HM	241.80
05/31/2023	2512	County of Greene General Fund	May Copier & Color Copies	HM	238.54
06/30/2023	2513	County of Greene General Fund	June Copier & Color Copies	HM	255.05
07/31/2023	2502	County of Greene General Fund	July Copier & Color Copies	HM	237.93
08/31/2023	2503	County of Greene General Fund	August Copier & Color Copies	HM	269.92
08/31/2023	2506	County of Greene General Fund	August Payroll	HM	4,928.33
09/01/2023	GCTPA0923 P	Pennsylvania On Display	PA Distribution (September 2023)	HM	448.00
09/30/2023	2501	County of Greene General Fund	September Payroll	HM	3,186.12
09/30/2023	2514	County of Greene General Fund	September Copier & Color Copies	HM	266.79
10/11/2023	3Q - Indirect Admin	County of Greene General Fund	3rd Quarter Administration	HM	1,452.94
10/19/2023	7617324200 -0-1	Staples Advantage	County of Greene Paper Shredder	HM	92.87
10/31/2023	2489	County of Greene General Fund	October Payroll	HM	3,321.50
10/31/2023	23100009	WANB Radio	October Tourism Radio (WANB-13 spots)	HM	260.00
10/31/2023	23100047	WKVE Radio	October Tourism Radio (WKVE-16 spots)	HM	320.00
10/31/2023	AMEX- October	County of Greene General Fund	American Express (October 2023)	HM	1,461.27
11/01/2023	INV10- 030061	CTM Media Group Inc.	Ohio Distribution (November 2023)	HM	603.76
Total					\$18,356.97

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account