

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, December 13, 2023**

**Present**

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

**Absent**

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

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Ben McMillen called the meeting to order at 4:07 p.m.
2. Dan Wagner from the Greene County Career & Technology Center presented his advertising proposal for Greene County Tourism to have a visual spot on the vehicle wrap of their new mobile food unit called Power of Greene. The vehicle will be a mobile classroom for students as they take it to events and corporations located in Washington, Fayette, and Greene Counties, and Morgantown, West Virginia.
3. Blair Zimmerman made the motion and Courtney Hursey seconded to approve the November 8, 2023 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Courtney Hursey reported the ending balances as of November 30, 2023 were: Hotel/Motel Tax at \$384,988.45 and TPA Fundraising at \$33,312.30.

**ACCOUNTS PAYABLE**

1. Amy Hopkins made the motion and Blair Zimmerman seconded to approve the December 13, 2023 Disbursement Request (Attachment 1) totaling \$3,597.15. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall shared that the office will be closed January 1-15, 2024 due to vacation.

**COMMITTEE REPORTS**

**Finance**

1. JoAnne Marshall presented a financial report through November 30, 2024. She is still waiting on outstanding expenses to be submitted.

**Advertising**

1. Amy Hopkins made the motion and Courtney Hursey seconded to acquire one-year of services from Placer Labs, Inc. at \$26,250. Vote passed with Blair Zimmerman opposing.
2. Courtney Hursey made the motion and Amy Hopkins seconded to spend \$1,000 on advertising on the Greene County Career & Technology's mobile food unite. Vote was unanimous.
3. Liz Menhart made the motion and Casey Durdines seconded to approve the 2024 New South Media proposal for full-page ads in 4 issues of WV Living, 4 issues of Morgantown Magazine, and 1 issue in WV Weddings at \$11,950. Vote was unanimous.
4. Courtney Hursey made the motion and Amy Hopkins seconded to renew the 2024 CTM Distribution contract for I70-I77 Interstate Hotels, Ohio's Amish Country, and Ohio AAA distribution program for \$7,445. Vote was unanimous.
5. Amy Hopkins made the motion and Courtney Hursey seconded to purchase a full-page ad in the inside cover for 4 issues of Observer-Reporter's Go-Xplore for \$4,000. Vote was unanimous.

6. Amy Hopkins made the motion and Casey Durdines seconded to purchase a half-page ad in VisitPITTSBURGH's Insider's Guide for \$6,200. Vote passed with Blair Zimmerman opposing.
7. Amy Hopkins made the motion and Courtney Hursey seconded to purchase one :30 commercial spot during all Football and Men's Basketball Coaches Shows and all conference Baseball Games for WVU Athletics 2024-25 for \$10,000.
8. Courtney Hursey made the motion and Blair Zimmerman seconded to renew the PA Getaways/Getaways on Demand 2024 contract for visitor guide distribution program at 7 locations for \$4,312. Vote was unanimous.
9. JoAnne Marshall shared the November 2023 Advertising Summary that featured WANB and WKVE radio ads, and digital reach through VisitGreene platforms which includes 6,357 users on the website, 292,715 users on Facebook, and 2,115 users on Instagram.
10. JoAnne Marshall shared the upcoming blog schedule through February 5, 2024.

### **Special Projects**

1. Nothing to report at this time.

### **Hotel/Motel Tax**

1. Hotel occupancy for October 2023 was 63.2%, average daily room rate was \$92.32, the revenue per available room was \$58.31, and the number of rooms sold were 7,440.

### **Long-Range Planning**

1. Nothing to report at this time.

### **Partnership**

1. Nothing to report at this time.

### **America250PA**

1. The board declined a proposal from WINstorm Presents Inc about creating a Greene County America250PA website and digital communication materials for \$5,000 per year.

### **OLD BUSINESS**

1. Nothing to report at this time.

### **NEW BUSINESS**

1. Courtney Hursey made the motion and Casey Durdines seconded to approve the 2024 Board Meeting dates and to place a notice in the newspaper. Meetings will be held at 3:30 p.m. on the second Wednesday of each month at the Greene County Fairgrounds with the exception of January which will be held on the 17<sup>th</sup>. Vote was unanimous.
2. Blair Zimmerman made the motion and Casey Durdines seconded to approve the nominations of Shane Cole, Christy Orndorff, Kevin Paul, Deneen Rhodes, and Sandy Throckmorton to fill vacancies on the board. Vote was unanimous.

### **PUBLIC COMMENT**

1. No public comment.

### **ADJOURNMENT**

1. The meeting adjourned at 4:44 p.m. by a motion from Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, January 17 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

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

**Wednesday, December 13, 2023**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
09/20/2023	2504	County of Greene General Fund	September Cell Phone	HM	42.18
10/31/2023	2491	County of Greene General Fund	October Copier & Color Copies	HM	252.18
10/31/2023	2490	County of Greene General Fund	October Cell Phone	HM	42.22
11/21/2023	7268	Greene County Chamber of Commerce	2024 Chamber Dues & Resource Guide	HM	375.00
11/30/2023	23110010	WANB Radio	November Tourism Radio (WANB-13 spots)	HM	260.00
11/30/2023	23110055	WKVE Radio	November Tourism Radio (WKVE-12 spots)	HM	240.00
11/30/2023	AMEX- November	County of Greene General Fund	American Express (November 2023)	HM	1,781.93
12/01/2023	INV10- 030741	CTM Media Group Inc.	Ohio Distribution (December 2023)	HM	603.64
<b>Total</b>					<b>\$3,597.15</b>

**Legend**

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account