

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, February 14, 2024**

**Present**

Shane Cole, Courtney Hursey (*phone*), Heidi Jamison, Liz Menhart, Christy Orndorff, Kevin Paul, Deneen Rhodes, Bethany Tanner, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore

**Absent**

Casey Durdines, Amy Hopkins, and Sandy Throckmorton.

**Quorum Present?**      Yes

**CALL TO ORDER:**

1. Sandy Wilson called the meeting to order at 3:34pm.
2. Blair Zimmerman made the motion and Shane Cole seconded to approve the January 17, 2024 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balances as of January 31, 2024 were: Hotel/Motel Tax at \$399,540.81 and TPA Fundraising at \$34,089.53.

**ACCOUNTS PAYABLE**

1. Kevin Paul made the motion and Christy Orndorff seconded to approve the February 14, 2024 Disbursement Request (Attachment 1) totaling \$11,735.12. Vote was unanimous.

**DIRECTOR REPORT**

1. Nothing to report at this time.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. JoAnne Marshall shared the January 2024 Advertising Summary that featured WANB and WKVE radio ads, print ads in the Hapy Traveler, and digital reach through VisitGreene platforms which includes 2,656 users on the website, 23,276 users on Facebook, and 831 users on Instagram. Digital reach was down in January due to a slow winter month and the office closure.
2. JoAnne Marshall presented the upcoming blogs and advertising releases through April 2024.

**Special Projects**

1. Nothing to report at this time.

**Hotel/Motel Tax**

1. Hotel occupancy for December 2023 was 46.7%, average daily room rate was \$87.21, the revenue per available room was \$40.74, and the number of rooms sold were 5,503.

### **Long-Range Planning**

1. JoAnne Marshall shared preliminary data from Placer for overnight stays in 2023 reflecting 197.1K visitors, 609.8K visit nights, and \$95.8M estimated visitors' spending potential. Overnight visitors are predominately from the Pittsburgh area with the Morgantown area coming in 2<sup>nd</sup> followed by Wheeling, Washington D.C., and Philadelphia areas. Greene County in 2023 received 7.3M visits from 992.4K visitors with an average stay of 139 minutes. Further questions for Placer will include trying to get a more accurate count on the number of visitors as the data is coming in higher than actual for most locations. JoAnne will also check to see if they have a report that can showcase the top ten events.

### **Partnership**

1. Liz Menhart and Deneen Rhodes with assistance from Courtney Hursey are working to finalize all plans with vendors for the March 13<sup>th</sup> meeting. The meeting will be held after the March board meeting and a request was made for board members to assist with setup.

### **America250PA**

1. A decision was not made on applying for a Pennsylvania Mini Grant. Blair Zimmerman will consider alternative projects prior to the application deadline of February 29<sup>th</sup>.

### **OLD BUSINESS**

1. Nothing to report at this time.

### **NEW BUSINESS**

1. Nothing to report at this time.

### **PUBLIC COMMENT**

1. Bethany Tanner shared about her Food Truck event for Battle & Thrive on April 27 and requested how Tourism can help. She currently has 14 vendors and 2 bands scheduled.

### **ADJOURNMENT**

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

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2024 – Q1**

**Wednesday, February 14, 2024**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
12/31/2023	2412	County of Greene General Fund	December Windstream	HM	15.54
12/31/2023	2413	County of Greene General Fund	2022 Audit Fee Allocation	HM	70.00
12/31/2023	2415	County of Greene General Fund	4th Quarter Administration	HM	2,235.29
01/31/2024	2416	County of Greene General Fund	January Cell Phone	HM	42.22
01/31/2024	2417	County of Greene General Fund	January Payroll	HM	2,596.82
01/31/2024	2419	County of Greene General Fund	January Windstream	HM	15.54
01/31/2024	24010006	WANB Radio	January Tourism Radio (WANB-14 spots)	HM	280.00
01/31/2024	24010046	WKVE Radio	January Tourism Radio (WKVE-18 spots)	HM	360.00
01/31/2024	AMEX- January	County of Greene General Fund	American Express (January 2024)	HM	943.69
02/01/2024	558801	STR, Inc.	DMO Destination Report (1-Year)   Account #69675	HM	3,675.00
02/01/2024	INV10- 032054	CTM Media Group Inc.	Ohio Distribution (February 2024)	HM	620.42
02/12/2024	14425	New South Media, Inc.	Morgantown (BOM 2024) - Full Page Ad	HM	800.00
01/31/2027	2418	County of Greene General Fund	January HRA	HM	80.60
<b>Total</b>					<b>\$11,735.12</b>

**Legend**

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account