

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, March 11, 2020**

**Present**

Don Chappel, Matt Cumberledge, Ben McMillen, Nicole Mitchell, Kevin Paul, Sandy Wilson, Shelley Younken, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent**

Derek Garcia, Courtney Hursey, Justin McWilliams, Christy Orndorff, and Adam Stokes.

**Quorum Present?**        Yes

**CALL TO ORDER:**

1. Nicole Mitchell called the meeting to order at 3:32 p.m. in the 2<sup>nd</sup> floor conference room of the County Building.
2. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the February 12, 2020 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of February 28, 2020, the Hotel/Motel 3% Tax Account ending balance is \$130,183.72; the TPA Fundraising Account ending balance is \$55,894.96; and the TPA MMA Savings Account ending balance is \$10,991.62.

**ACCOUNTS PAYABLE:**

1. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the March 11, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

**DIRECTOR REPORT:**

1. JoAnne reported that the Visit Upper Ohio River Valley meeting scheduled for March 18 was cancelled. The state tourism summit for later this month most likely will be.

**COMMITTEE REPORTS**

**Advertising**

1. The Visitor Guide has arrived and will continue to be distributed. The proof of the map has arrived and input to any additional revisions was welcome. With people hesitant to travel during this time with the coronavirus, ad campaigns will begin to focus more on traveling during the summer and fall months to boost the number of visitors during that time.
2. The Right Content for Social Media workshop panel is still scheduled at this time for Wednesday, April 15. That may change based on the University's operating status.
3. Upcoming vendor opportunities were discussed. The Greene County Fair vendor space that is typically an unstaffed space will be opened to our partners to staff for an evening on a first come, first serve basis. Riverfest will have a presence from Tourism, but not necessarily a staffed booth. Rain Day was discussed to focus more on bringing people into our office to showcase the brochures and information we have.

**Bylaws**

*Nothing to report at this time.*

**Finance**

*Nothing to report at this time.*

**Fundraising**

*Nothing to report at this time.*

**Grants**

*Nothing to report at this time.*

**Hotel/Motel Tax**

1. Hotel occupancy for January 2020 was 34.4% with an average daily room rate of \$85.72 and revenue per available room at \$29.47.

**Long-Range Strategic Planning**

*Nothing to report at this time.*

**Partnership**

*Nothing to report at this time.*

**OLD BUSINESS:**

1. The Annual Partnership Meeting was a success. Suggestions for next year include keeping everyone in one room versus multiple rooms, and considering rotating venues to showcase a variety of partners. The keynote speaker, Donna Holdorf, is also interested in returning to hold a workshop.
2. The signage for the Greene River Trail has been sent to the printers and is scheduled to arrive the week of the unveiling ceremony scheduled for Saturday, April 18. Proofs are available to review and Danielle Nyland has been secured to provide additional review of the final product for accuracy and typos.
  - a. Due to the timing of installation, the recreation staff is unavailable as they prepare for the summer season. Suggestions for installation include the prisons, Cumberland Township and our partners.
3. A reception is scheduled on Tuesday, May 5 from 4 to 6 p.m. at the I-79 Welcome Center for National Travel & Tourism Week. We have received permission to distribute ice cream as long as it is not prepackaged.
4. Sandy Wilson and Shelley Younken will begin planning ideas to honor the 25<sup>th</sup> Anniversary of the Tourism Office.

**NEW BUSINESS:**

1. Don Chappel made the motion and Matt Cumberledge seconded to donate a gift certificate for a t-shirt, puzzle and crock for the Greene County Chamber of Commerce's gift card raffle in the summer and Christmas. The total value of each gift certificate is \$42.
2. The internship job description was reviewed and agreed to proceed as budgeted. It was recommended to look at additional sources to help fund the position.
3. Copies of the 2018 Pennsylvania Economic report were provided to the board members. The report was released the previous week.
4. A letter was sent to the Commissioners Office on February 28 to begin the process of increasing the local occupancy from 3% to the 5% that is permitted by state legislature.

**PUBLIC COMMENT:**

*Nothing to report at this time.*

**ADJOURNMENT:**

1. The meeting adjourned at 4:37 p.m. by a motion from Don Chappel and seconded by Sandy Wilson. The next meeting will be Wednesday, April 8 at 3:30 p.m. in the 2<sup>nd</sup> Floor Conference Room of the County Building.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2020 - Q1  
Wednesday, March 11, 2020**

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
12/31/2019	2197	County of Greene General Fund	December Windstream	X			15.94
01/23/2020	2196	County of Greene General Fund	January Windstream	X			15.81
01/31/2020	2200	County of Greene General Fund	January Payroll	X			3,294.20
02/17/2020	39577	Direct Results	6" x 9" Postcard Invitation (125 qty)		X		52.50
02/20/2020	Amazon 6626656	JoAnne E Marshall	Silver Photo Frames (36 qty)	X			88.89
02/21/2020	142570	Where & When	Half Page Ad (Spring 2020)	X			1,100.00
02/21/2020	202000142	Horizon	Half Page Ad (March 2020)	X			2,000.00
02/28/2020		Rhodes and Hammers Printing, Inc.	2020 Visitors Guides (25,000 qty.)		X		14,645.00
02/29/2020	2201	County of Greene General Fund	February Payroll	X			4,399.05
03/01/2020	GCTPA0320P	Pennsylvania On Display	PA Brochure Distribution (March 2020)	X			336.00
03/01/2020		CTM Media Group Inc.	Amish Country Distribution Program (Mar. 2020)	X			424.58
03/01/2020		Miles Media Group, LLLP	2020 Happy Traveler and Digital Advertising	X			3,253.36
03/02/2020	Walmart 3847	Sam's Club/Synchrony Bank	Supplies for Partnership Meeting	X			57.01
03/02/2020		Pannier	Greene River Trail Signs		X		14,312.00
03/04/2020		5 Kidz Kandy	Annual Meeting Catering - Final 50%	X			553.12
03/04/2020		Valley View Farm Venue	Venue Rental		X		425.00
03/11/2020		United States Postal Service	Visitor Guide mailing to 16 DMOs		X		283.97
03/11/2020		Cash	Petty Cash - Reimburse Receipts		X		66.00

**TOTAL REQUESTED THIS REPORT    \$ 45,322.43**