

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 13, 2020

Present

Don Chappel, Matt Cumberledge, Courtney Hursey, Ben McMillen, Nicole Mitchell, Kevin Paul, Adam Stokes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Mike Belding.

Absent

Derek Garcia, Justin McWilliams, Christy Orndorff, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Courtney called the meeting to order at 3:33 p.m. via zoom meeting/conference call.
2. Kevin Paul made the motion and Blair Zimmerman seconded to approve the March 11, 2020 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of April 30, 2020, the Hotel/Motel 3% Tax Account ending balance is \$99,201.39; the TPA Fundraising Account ending balance is \$21,467.49; and the TPA MMA Savings Account ending balance is \$10,994.09. JoAnne commented that we most likely will exhaust the funding in the bank accounts as revenue is projected to be significantly lower this year.

ACCOUNTS PAYABLE:

1. Matt Cumberledge made the motion and Kevin Paul seconded to approve the April 9, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.
2. Don Chappel made the motion and Blair Zimmerman seconded to approve the May 13, 2020 Disbursement Request sheet (Attachment 2). Vote was unanimous.

DIRECTOR REPORT:

1. JoAnne presented the recent key findings from Destination Analysts, an independent organization that has surveyed over 1,200 American travelers per week since mid-March.
 - a. 47.1% of the surveyed will get back in to travel but carefully while 41.7% will test the waters first. Only 11.2% will jump right back into travel.
2. Tanner is on our payroll until May 15. He will be preplanning for a small business social media campaign along with creating rural itineraries for destination trips in Greene County to help push projects through quicker.
3. During the first phase of reopening, Jane will be returning to the office on Monday, May 18 as her job responsibilities require access to materials at the office. JoAnne will remain working from home and will access the office at night and weekends if needed.
4. New pages were developed on the website included an operational status listing of all restaurants in Greene County and a page of our annual events that are listed in the Visitor Guide. A recent addition includes virtual jigsaw puzzles embedded into our website to generate additional engagement.
5. Pennsylvania Restaurant and Lodging Association developed the PA Restaurant Promise and in the process of finishing the PA Hotel Promise. Both initiatives are a promise between owners, staff and customers to do everything to keep each other safe. In addition, they created an Event Venue/Festival Work Force that JoAnne volunteered to participate.

COMMITTEE REPORTS

Advertising

1. Contracted digital advertising for VisitPittsburgh and VisitPA was delayed a month because of COVID-19 along with our distribution programs through PA On Display and the Ohio Amish Country program. *Where and When* canceled their summer issue. The only contracted advertising that has not altered their schedule was *WV Living*, but they implemented additional digital communication for their subscribers.
2. Matt Cumberledge made the motion and Don Chappel seconded to approve the Tourism Minute radio spots on WANB Radio at \$20 per spot, three times a week from mid-May to end of October. Vote was unanimous.

Bylaws

Nothing to report at this time.

Finance

Nothing to report at this time.

Fundraising

Nothing to report at this time.

Grants

1. Don Chappel made the motion and Matt Cumberledge seconded to approve closing out Rices Landing Volunteer Fire Department's Riverfest \$750 advertising grant at \$375 with receipts amounting to \$356.14. No additional money will be distributed or collected. Vote was unanimous.
2. Nicole Mitchell made the motion and Kevin Paul seconded to approve Special Event Commission's request to use their \$750 advertising grant awarded for the Rain Day Festival with the revision to continue as a virtual celebration. Vote was unanimous.
3. Don Chapel made the motion and Matt Cumberledge seconded to approve the extension of the SWPA HauntedCon's advertising grant until December 15, 2020 to accommodate a new event date of October 31, 2020. Vote was passed with Kevin Paul abstaining.

Hotel/Motel Tax

1. Hotel occupancy for March 2020 was 36.7% with an average daily room rate of \$78.86 and revenue per available room at \$28.96.

Long-Range Strategic Planning

1. Summarizing a committee meeting earlier in the week, Kevin Paul reported that they recommend working with businesses and organizations regardless of their partnership status to develop ideas for people to do for a day trip. Instead of focusing on what we don't have, we could focus on what we have and market it. Matt Cumberledge commented that the development of driving trails, of which he is working on some, would be good as well.
2. During open discussion with the board, the following topics were discussed:
 - a. Bike tours were developed in the past and could be brought back to light. However, most of the bicyclists quit using the road trails because of the hazards of the truck traffic. Ultimately, it would be best to focus on driving tours.
 - b. Include the promotion of non-partners to increase the offerings of Greene County and help out small businesses in our areas. To keep our current partners as priority, we could add highlights to emphasize their business such as ads on our webpage or bold their name on a list. At the end of the day, generating any kind of traffic will help everyone and we need to take care of all businesses in our county.

Partnership

Nothing to report at this time.

OLD BUSINESS:

Nothing to report at this time.

NEW BUSINESS:

1. The Pennsylvania Tourism Office with Miles Media is opening access to a Tourism Business Marketing Academy for tourism businesses and organizations for free. A introductory webinar will be held on Thursday, May 14. Board members are encouraged to share the marketing academy with our promo code to interested businesses. The academy has recommendations and tutorials for Google, Yelp, social media and re-opening best practices.

PUBLIC COMMENT:

1. Commissioner Belding reported that the County will announce on Friday, May 15 that they will not be opening the county-operated pools (Mon View, Carmichaels and Greene County Water Park) this summer due to COVID-19. The summer day camp program will also not operate and Flashlight Drags scheduled for May and June are canceled.
2. Blair Zimmerman added that the Waynesburg Lions Club canceled their 4th of July activities except for the fireworks. He also added that although Ryerson Station State Park's pool is not county operated and not included in the county pool closures, they are still in construction and it will not be completed this year.
3. Nicole Mitchell commented that Flenniken Public Library is closed which also means no fingerprinting in Greene County. The closest place to get fingerprinting for job clearances is in Pittsburgh.

ADJOURNMENT:

1. The meeting adjourned at 4:36 p.m. by a motion from Kevin Paul and seconded by Blair Zimmerman. The next meeting will be Wednesday, June 10 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2020 - Q2
Thursday, April 9, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
03/10/2020	0001	Danielle Crooks-Nyland	Greene River Trail Signage Project - Editing/Proofing	X			195.00
03/12/2020	10398	New South Media, Inc.	WV Living (Spring 2020) - Full Page Ad	X			1,700.00
03/12/2020	2202	County of Greene General Fund	February Windstream	X			16.06
03/17/2020	2203	County of Greene General Fund	March Windstream	X			15.82
03/24/2020	10467	New South Media, Inc.	Digital WV Living (Jan-Apr 2020)	X			300.00
04/01/2020	INV11432	CTM Media Group Inc.	Amish Country Distribution Program (Apr 2020)	X			424.58
04/02/2020	2204	County of Greene General Fund	March Payroll	X			4,302.68
04/09/2020		County of Greene General Fund	Jan-Feb Verizon Cell Phone	X			102.06
04/09/2020		County of Greene General Fund	January Ford Business Machine	X			162.64

TOTAL REQUESTED THIS REPORT \$ 7,218.84

Greene County Tourist Promotion Agency
Disbursement Request - FY 2020 - Q2
Wednesday, May 13, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
01/31/2020	2207	County of Greene General Fund	January Postage	X			341.04
01/31/2020	2211	County of Greene General Fund	January Avaya	X			14.78
02/29/2020	2208	County of Greene General Fund	February Postage	X			210.38
02/29/2020	2212	County of Greene General Fund	February Avaya	X			14.78
03/31/2020	2209	County of Greene General Fund	March Postage	X			840.08
03/31/2020	2213	County of Greene General Fund	March Avaya	X			14.78
03/31/2020	030375	Observer-Reporter	Kids Fest Vendor		X		135.00
04/10/2020		Rhodes and Hammers Printing, Inc.	Greene County Maps		X		5,148.00
04/23/2020	2206	County of Greene General Fund	April Windstream	X			17.03
04/27/2020		Laick Design	Domain Renewal (gogreenecounty.com)	X			25.00
04/30/2020	2210	County of Greene General Fund	April Payroll	X			4,234.06
04/30/2020	2214	County of Greene General Fund	April Avaya	X			14.78
05/01/2020	10601	New South Media, Inc.	Digital WV Living (May 2020)	X			75.00
05/01/2020	GCTPA0520 P	Pennsylvania On Display	Brochure Distribution (May 2020)	X			336.00
05/06/2020	AMEX - CContact	County of Greene General Fund	Constant Contact - 6 Months	X			202.50
05/07/2020		County of Greene General Fund	1st Quarter Sales Tax	X			0.84
05/09/2020	AMEX - Adobe	County of Greene General Fund	Creative Cloud - 1 Year Subscription	X			635.87
05/13/2020		Greene County Chamber of Commerce	Chamber Directory 2020-21 - Full Page Ad	X			250.00

TOTAL REQUESTED THIS REPORT \$ 12,509.92