

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, June 10, 2020

Present

Courtney Hursey, Ben McMillen, Nicole Mitchell, Kevin Paul, Adam Stokes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Don Chappel, Matt Cumberledge, Derek Garcia, Justin McWilliams, Christy Orndorff, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Courtney called the meeting to order at 3:40 p.m. in the 2nd Floor Conference Room of the County Building.
2. Kevin Paul made the motion and Blair Zimmerman seconded to approve the May 13, 2020 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of May 29, 2020, the Hotel/Motel 3% Tax Account ending balance is \$90,018.36; the TPA Fundraising Account ending balance is \$21,593.49; and the TPA MMA Savings Account ending balance is \$10,994.96.

ACCOUNTS PAYABLE:

1. Nicole Mitchell made the motion and Sandy Wilson seconded to approve the June 10, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

DIRECTOR REPORT (JoAnne Marshall):

1. JoAnne presented national impacts of the COVID-19 pandemic on the travel economy and employment along with a daily travel index of road travel, traveler sentiment, and forecast for leisure and business travel.
2. A list of upcoming canceled events and events that are significantly changing their traditional operation was presented.
3. JoAnne is participating with the Pennsylvania Restaurant & Lodging Association's task force for Event and Venues. The overall goal for the task force is to present guidelines to the Governor's Office to change the capacity restrictions from 250 people to 50% of the venue's occupancy that will accommodate larger attendance while still maintaining social distancing.
4. Currently one Greene County hotel and one restaurant have joined the PA Promise initiative through PRLA.
5. Weekly e-blasts are continuing to be published weekly. The resource links were moved to a COVID-19 Resource Page on our website and the Dining page was updated with indoor and outdoor dining options. A mystery jigsaw puzzle is introduced weekly in coordination with a partner organization or business.

COMMITTEE REPORTS

Advertising

1. A revised proposal for *Where and When* was presented that included additional space and digital advertising for \$1,900. The proposal was declined at this time.
2. Visitor Guide and map distribution is ongoing and distribution has begun across our distribution programs.
3. The WANB Radio Ad spots began on Monday, June 8 with features for three activities each week.

4. The calendar of events in *Observer-Reporter's Greene County Magazine* will be an editorial piece on activities such as hiking, State Game Lands, scenic drives and attractions.

Bylaws

Nothing to report at this time.

Finance

Nothing to report at this time.

Fundraising

Nothing to report at this time.

Grants

1. Blair Zimmerman made the motion and Kevin Paul seconded to approve the final distribution of \$375 for Waynesburg Prosperous & Beautiful's Sheep and Fiber Festival advertising grant. Vote was unanimous.
2. Sandy Wilson made the motion and Adam Stokes seconded to approve the capital grant extension of 5 Kidz Kandy to December 31, 2020 with a new grant agreement end date of February 14, 2021. Vote was unanimous.

Hotel/Motel Tax

1. Hotel occupancy for April 2020 was 32.7% with an average daily room rate of \$73.80 and revenue per available room at \$24.14.

Long-Range Strategic Planning

Nothing to report at this time.

Partnership

Nothing to report at this time.

OLD BUSINESS:

1. Self-guided driving tours are being created by Kevin Paul, Matt Cumberledge and JoAnne Marshall. Each tour will feature a theme such as moments in history, cultural topics, specific attractions or based on location. The tours will also highlight small businesses that you can tour, shop or dine at. Additional tours can be added throughout the year as they are developed.
 - a. Blair Zimmerman made the motion and Kevin Paul seconded to purchase a video package priced at \$3,700 from McMillen Photography that will include a 3-4 minute highlight video with music, drone footage and text of four tours and a 60-second spotlight video with music, voice over and text. The files will be property of Tourism upon completion of the project. The vote passed with Ben McMillen abstaining.
2. In person events for Tourism's 25th Anniversary in July will be limited under the restrictions of social distancing. We can focus on social media highlights from the past 25 years, highlight the new driving tours and the Greene River Trail signage. Any kind of celebration can be held at a later date.

NEW BUSINESS:

Nothing to report at this time.

PUBLIC COMMENT:

Nothing to report at this time.

ADJOURNMENT:

1. The meeting adjourned at 4:40 p.m. by a motion from Nicole Mitchell and seconded by Kevin Paul. The next meeting will be Wednesday, July 8 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2020 - Q2
Wednesday, June 10, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
12/30/2019	2199	County of Greene General Fund	2019 Retirement	X			4,017.66
12/31/2019	2228	County of Greene General Fund	2019 Audit Allocation	X			500.00
01/31/2020	2221	County of Greene General Fund	January Copier	X			337.49
02/29/2020	2222	County of Greene General Fund	February Copier	X			337.49
03/31/2020	2218	County of Greene General Fund	March Verizon Cell Phone	X			49.92
03/31/2020	2223	County of Greene General Fund	March Copier	X			337.49
04/30/2020	2219	County of Greene General Fund	April Verizon Cell Phone	X			44.80
04/30/2020	2224	County of Greene General Fund	April Copier	X			337.49
04/30/2020	2229	County of Greene General Fund	April Postage	X			349.79
05/11/2020	13646	PA Restaurant & Lodging Association	Dues Renewal DMO	X			449.28
05/21/2020	2215	County of Greene General Fund	May Windstream	X			16.44
05/31/2020	2220	County of Greene General Fund	May Payroll	X			4,436.58
05/31/2020	2225	County of Greene General Fund	May Copier	X			337.49
05/31/2020	2226	County of Greene General Fund	May Avaya	X			14.78
05/31/2020	2230	County of Greene General Fund	May Postage	X			840.19
05/31/2020	2231	County of Greene General Fund	May Verizon Cell Phone	X			44.80
06/01/2020	10654	New South Media, Inc.	Digital WV Living (June 2020)	X			75.00
06/01/2020	GCTPA0620P	Pennsylvania On Display	Brochure Distribution (June 2020)	X			336.00

TOTAL REQUESTED THIS REPORT \$ 12,862.69