

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, July 8, 2020**

**Present**

Don Chappel, Matt Cumberledge, Ben McMillen, Nicole Mitchell, Christy Orndorff, Adam Stokes, and Sandy Wilson. Staff: JoAnne Marshall.

**Absent**

Derek Garcia, Courtney Hursey, Justin McWilliams, Kevin Paul, Shelley Younken, and Blair Zimmerman.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Nicole called the meeting to order at 3:35 p.m.
2. Sandy Wilson made the motion and Don Chappel seconded to approve the June 10, 2020 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of June 30, 2020, the Hotel/Motel 3% Tax Account ending balance is \$94,028.18; the TPA Fundraising Account ending balance is \$21,718.49; and the TPA MMA Savings Account ending balance is \$10,995.92.

**ACCOUNTS PAYABLE:**

1. Matt Cumberledge made the motion and Ben McMillen seconded to approve the July 8, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

**DIRECTOR REPORT:**

1. JoAnne presented key findings from various travel and tourism reports on traveler sentiment and the current economic impact.
  - a. According to Longwoods International, 69% of travelers say they are changing their travel plans because of the coronavirus pandemic. Travelers are more likely to support tourism businesses which demonstrate a clear, thorough cleaning and hygiene plan.
  - b. Destination Analysts reports that 63% of American travelers feel the pandemic is going to get worse in the US in the next month.
  - c. The Daily Travel Index reported that road travel is only 1% lower than it was right before the crisis in February 2020.
2. Pennsylvania Restaurant & Lodging Association is encouraging Tourism Offices across the state to help promote the message of "Face masks, social distancing and no congregating are essential to not only save lives, but to save businesses." The board's recommendations were to continue as we have been in social media and to proceed cautiously with any type of messaging due to high discord within the community.
3. The majority of major events through Labor Day Weekend are now canceled. In addition, the Washington & Greene Counties Covered Bridge Festival canceled with the exception of the White Covered Bridge Association that would like additional time to review the situation.
  - a. Adam Stokes reported on VBS Night that will be held in conjunction with the Jacktown Fair. The night will be held in accordance to much of the guidance from the state and will include fun ways to encourage kids to wear their masks.
4. Skyview Drive-In will be participating with the Encore Drive-In Nights to show a Blake Shelton concert on Saturday, July 25. Tickets go on sale on July 14.
5. The board recommends to obtain a plexi-glass barrier on the front desk that provides additional protection for staff.

## **COMMITTEE REPORTS**

### **Advertising**

1. The board agreed to not participate in the Greater Pittsburgh Food Truck Festival rescheduled for September 26 and 27 due to a lower amount of events and attractions to promote during that time frame. Currently, the only event the Tourism Office is committed to attend is the White Covered Bridge Festival.

### **Bylaws**

*Nothing to report at this time.*

### **Finance**

*Nothing to report at this time.*

### **Fundraising**

1. Sandy Wilson made the motion and Matt Cumberledge seconded to continue selling puzzles at a discounted price of 2 for \$24 in the effort to push inventory out the door and add the Carmichaels Crock to the discounted option of 2 for \$24. Vote was unanimous.

### **Grants**

1. Adam Stokes made the motion and Don Chappel seconded to approve the close out report for Greene County Farm Bureau's Women's Leadership Conference advertising grant and release the remaining \$125. Vote was unanimous.
2. SOAR of Greene County canceled Aviation Days due to COVID-19 and returned the initial disbursement of \$250 as they did not incur any advertising costs before the cancellation. They will be eligible to reapply for grant funding in 2021.
3. Ben McMillen made the motion and Matt Cumberledge seconded to approve Rain Day Scholarship Inc's request to use their \$500 advertising grant awarded for the Miss Rain Day Pageant with the revision to assist with virtual expenses including live-streaming of the event on social media platforms. Vote was unanimous.

### **Hotel/Motel Tax**

1. Hotel occupancy for May 2020 was 25.7% with an average daily room rate of \$74.53 and revenue per available room at \$19.19.
2. The hotels in our county depend on the oil, gas and construction industries and will be vital to their success through this time.

### **Long-Range Strategic Planning**

*Nothing to report at this time.*

### **Partnership**

*Nothing to report at this time.*

**OLD BUSINESS:**

1. The driving tours are moving forward with video shooting to begin in the next month. Within 24 hours of the release of VisitPAs monthly e-blast that included our driving tours at no additional cost, over 1,000 people clicked through to our website.
2. The 25<sup>th</sup> Anniversary celebrations will be held virtually over the next year. Instead of amateur efforts, discussion led to focus more on professional videos. Don Chappel made the motion and Sandy Wilson seconded to use McMillen Photography to create a professional video of Ann Bargerstock telling the story of the creation of Greene County Tourist Promotion Agency. Vote was unanimous with Ben McMillen abstaining.
3. JoAnne shared copies of the Hotel Tax Ordinance that the Greene County Solicitor drafted along with her recommended changes. Sandy Wilson remarked that the penalties should not be overlooked.

**NEW BUSINESS:**

1. JoAnne reported that many Tourism Offices across the state are not printing a 2021 Visitor Guide due to slow distribution this year and decreased finances. During the next two to three months, our partnership packages and advertising options will be reviewed to accommodate the range of partners and different financial situations.

**PUBLIC COMMENT:**

1. Don Chappel commented that he would like to see the board meetings permanently moved to the Greene County Fairgrounds due to the space and ease of access. Those in attendance agreed.

**ADJOURNMENT:**

1. The meeting adjourned at 4:38 p.m. by a motion from Matt Cumberledge and seconded by Sandy Wilson. The next meeting will be Wednesday, August 12 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2020 - Q3**

**Wednesday, July 08, 2020**

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
05/31/2020	2237	County of Greene General Fund	Postage Accounting Fee (Dec 2019)	X			15.00
05/31/2020	2238	County of Greene General Fund	Postage Accounting Fee (Jan 2020)	X			15.00
05/31/2020	2239	County of Greene General Fund	Postage Accounting Fee (Feb 2020)	X			15.00
05/31/2020	2240	County of Greene General Fund	Postage Accounting Fee (Mar 2020)	X			15.00
06/01/2020	INV10- 001999	CTM Media Group, Inc.	Amish Country Distribution Program (June 2020)	X			424.58
06/03/2020	2233	County of Greene General Fund	June Postage	X			324.50
06/25/2020	2232	County of Greene General Fund	June Windstream	X			21.15
06/30/2020	2220	County of Greene General Fund	June Payroll	X			4,202.53
06/30/2020	2234	County of Greene General Fund	June Avaya	X			14.78
06/30/2020	2235	County of Greene General Fund	June Copier	X			337.49
06/30/2020	20060013	WANB Radio	June Tourism Radio (10 spots)	X			200.00
07/01/2020		CTM Media Group, Inc.	Amish Country Distribution Program (July 2020)	X			424.58
07/01/2020	GCTPA0720P	Pennsylvania On Display	Brochure Distribution (July 2020)	X			336.00
07/06/2020	10724	New South Media, Inc.	WV Living Full Page Ad (Summer) & Digital (July-August)	X			1,850.00

**TOTAL REQUESTED THIS REPORT    \$    8,195.61**