

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 12, 2020

Present

Don Chappel, Matt Cumberledge, Courtney Hursey, Ben McMillen, Christy Orndorff, Kevin Paul, Adam Stokes, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Derek Garcia, Justin McWilliams, Nicole Mitchell, Shelley Younken, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. Courtney called the meeting to order at 3:34 p.m.
2. Don Chappel made the motion and Matt Cumberledge seconded to approve the July 8, 2020 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of July 31, 2020, the Hotel/Motel 3% Tax Account ending balance is \$97,398.88; the TPA Fundraising Account ending balance is \$21,733.49; and the TPA MMA Savings Account ending balance is \$10,996.85.

ACCOUNTS PAYABLE:

1. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the August 12, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

DIRECTOR REPORT:

1. Tourism is continuing to take a hit with COVID-19. This includes the restaurants restricted to 25% occupancy indoor dining even if their space can accommodate additional people while maintaining social distancing and practices. The restriction directly effects their business operation and many may be unable to financially remain open.
2. Many events are canceling while other events are making major modifications to continue forward. Harvest Festival at the Greene County Historical Society Museum and 50's Fest & Car Cruise held uptown are two events that are making changes to their event.
 - a. Discussion was held on the 50's Fest & Car Cruise and the current location. A suggestion was made to offer Waynesburg Prosperous & Beautiful the idea of relocating the event to the fairgrounds or water park for this year due to COVID-19 and the amount of space downtown Waynesburg has to offer.

COMMITTEE REPORTS

Advertising

1. Kevin Paul made the motion and Don Chappel seconded to approve the 2021 VisitPA marketing package for \$10,234.38. It includes a ¼-page ad in the 2021 Happy Traveler, online leads, custom content article and e-newsletter promotion. Vote was unanimous.
2. Don Chappel made the motion and Kevin Paul seconded to approve a co-opportunity for Tourism Partners to be included in our ¼-page print ad of the 2021 Happy Traveler. One space is available for \$500. Vote was unanimous.

Bylaws

Nothing to report at this time.

Finance

1. Matt Cumberledge made the motion and Kevin Paul seconded to approve the 2019 Financial Report (Attachment 2). Vote was unanimous.
2. Don Chappel made the motion and Matt Cumberledge seconded to approve the 1st half of 2020 Financial Report (Attachment 3). Vote was unanimous.

Fundraising

Nothing to report at this time.

Grants

1. Matt Cumberledge made the motion and Christy Orndorff seconded to approve the Lippencott Alpaca advertising grant revision to promote individual tours instead of the Open House event that was canceled due to COVID-19. Vote was unanimous.
2. Ben McMillen made the motion and Blair Zimmerman seconded to approve all 2020 advertising grant recipients the opportunity to resubmit a revision for alternative advertising plans due to COVID-19. Recipients will be contacted individually by JoAnne. Vote passed with Matt Cumberledge, Christy Orndorff, and Kevin Paul abstaining.

Hotel/Motel Tax

1. Hotel occupancy for June 2020 was 35.6% with an average daily room rate of \$77.59 and revenue per available room at \$27.63.

Long-Range Strategic Planning

Nothing to report at this time.

Partnership

Nothing to report at this time.

OLD BUSINESS:

1. Video shooting for the driving tours will begin in the next two weeks.
2. Ann Bargerstock asked for a delay for personal reasons on the shooting of the 25th Anniversary video.
3. The Hotel Tax Ordinance is currently with the County Solicitor. The County will need a 30-day Public Notice period prior to any action. Blair Zimmerman discussed the possibility of delaying the ordinance due to the current economic situation.
4. PNG Outdoor Services is working on a proposal for the installation for the Greene River Trail project. The earliest any work could be done is in September. The Department of Recreation is interested in moving forward sooner with in-house installation, but the project specifics may be best with an outside company's experience. Three other companies declined the project.

NEW BUSINESS:

1. Matt Cumberledge shared the possibility of partnering with Visit Mountaineer Country Convention & Visitors' Bureau. The opportunity came about from a joint Monongalia County and Greene County meeting.
2. Ben McMillen and Christy Orndorff discussed the future marketing strategy for Elopement-style weddings. With 50% cancellations in the wedding industry and a projected revenue loss of 60% to 70%, we need to look at capturing the smaller wedding market and working with local vendors to provide resources. A second meeting will be held in September.
3. Kevin Paul made the motion and Matt Cumberledge seconded to approve a road rally style event with the Greene County United Way on October 24. Vote was unanimous.
4. JoAnne presented the CARES Act Funding proposal budget and sample event signage. Kevin made the motion and Matt Cumberledge seconded to approve the \$50,000 promotional campaign to include event signage, business location signage, open banners, promotion materials at the Welcome Center, digital promotion, website development, radio promotion and print promotion. Vote was unanimous.

PUBLIC COMMENT:

Nothing to report at this time.

ADJOURNMENT:

1. The meeting adjourned at 4:55 p.m. by a motion from Matt Cumberledge and seconded by Blair Zimmerman. The next meeting will be at the Greene County Fairgrounds on Wednesday, September 9 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2020 - Q3
Wednesday, August 12, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
07/27/2020		Laick Design	Online Forms with Database Backups	X			100.00
07/31/2020	20070013	WANB Radio	July Tourism Radio (14 spots)	X			280.00
08/01/2020		CTM Media Group, Inc.	Amish Country Distribution (August 2020)	X			424.58
08/01/2020	GCTPA0820P	Pennsylvania On Display	Brochure Distribution (August 2020)	X			336.00
08/03/2020	41784	Direct Results	COVID Event Signage	X			7,779.40

TOTAL REQUESTED THIS REPORT \$ 8,919.98

Greene County Tourist Promotion Agency
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Bounced Checks Income	0.00			
43310 · County Personnel Contribution	46,575.99	38,200.00	8,375.99	121.93%
43110 · Hotel/Motel Tax	166,889.70	165,000.00	1,889.70	101.15%
43115 · Charges for Services				
Advertising Sales				
Co-Op Advertising Sales	1,500.00	1,500.00	0.00	100.0%
Visitor Guide Ad Sales	6,675.00	6,500.00	175.00	102.69%
Total Advertising Sales	8,175.00	8,000.00	175.00	102.19%
Inventory Sales	906.80	1,000.00	(93.20)	90.68%
Partnership Dues	6,410.00	6,700.00	(290.00)	95.67%
Print & Copy	56.00			
Seminar/Training	35.00			
Tours	1,050.00			
Total 43115 · Charges for Services	16,632.80	15,700.00	932.80	105.94%
43205 · Interest Income	1,021.04	600.00	421.04	170.17%
48900 · Shipping and Delivery Income	13.00			
Total Income	231,132.53	219,500.00	11,632.53	105.3%
2018 Grant Carry-Over	10,800.00			
Gross Profit	241,932.53	219,500.00	22,432.53	110.22%
Expense				
62745 · Tour Expenses	1,574.03			
Personnel/Payroll				
61105 · Salaries & Wages	69,015.58	68,000.00	1,015.58	101.49%
61205 · Medical Coverage	26,607.11	10,800.00	15,807.11	246.36%
61210 · Workers Comp.	138.08	250.00	(111.92)	55.23%
61215 · Unemployment Comp.	755.52	1,000.00	(244.48)	75.55%
61221 · Social Security Tax	3,924.78	4,000.00	(75.22)	98.12%
61222 · Medicare Tax	917.78	1,000.00	(82.22)	91.78%
61225 · Life Insurance	175.20	300.00	(124.80)	58.4%
61230 · Retirement	4,017.66	2,500.00	1,517.66	160.71%
Total Personnel/Payroll	105,551.71	87,850.00	17,701.71	120.15%
Services				
62205 · Local Service	783.52	500.00	283.52	156.7%
62305 · Postage/Shipping	3,069.18	5,000.00	(1,930.82)	61.38%
62310 · Advertising				

Distribution Program	9,027.00	9,100.00	(73.00)	99.2%
TV / Radio	1,950.00	3,000.00	(1,050.00)	65.0%
Print	34,549.84	35,000.00	(450.16)	98.71%
Digital	16,686.61	10,000.00	6,686.61	166.87%
Promotional Materials	1,012.81	1,000.00	12.81	101.28%
Vendor Fees	805.00	1,000.00	(195.00)	80.5%
Total 62310 · Advertising	64,031.26	59,100.00	4,931.26	108.34%
62405 · Travel Expenses/Mileage	1,390.26	1,500.00	(109.74)	92.68%
62605 · Dues & Subscriptions	3,278.68	1,500.00	1,778.68	218.58%
62610 · Printing & Reproduction	21,449.16	22,000.00	(550.84)	97.5%
62615 · Employee Development/Conference	1,123.66	1,250.00	(126.34)	89.89%
62735 · Other Professional Services	2,251.96	2,000.00	251.96	112.6%
62740 · Partnership Meetings	1,761.08	3,000.00	(1,238.92)	58.7%
Total Services	99,138.76	95,850.00	3,288.76	103.43%
Materials & Supplies				
63106 · Merchandise - New Inventory	0.00	0.00	0.00	0.0%
63105 · Supplies	490.48	1,000.00	(509.52)	49.05%
Total Materials & Supplies	490.48	1,000.00	(509.52)	49.05%
65110 · Tourism Grants				
Advertising	22,700.00	21,000.00	1,700.00	108.1%
Capital	5,092.65	10,000.00	(4,907.35)	50.93%
Donations & Sponsorships	350.00	300.00	50.00	116.67%
Total 65110 · Tourism Grants	28,142.65	31,300.00	(3,157.35)	89.91%
64125 · Capital Outlay	1,464.91			
Indirect Expenses				
65115 · Indirect Administration	2,424.95	3,300.00	(875.05)	73.48%
Total Indirect Expenses	2,424.95	3,300.00	(875.05)	73.48%
62810 · Miscellaneous Service Expenses				
PA Sales Tax	33.59	200.00	(166.41)	16.8%
PayPal Fees	0.00	0.00	0.00	0.0%
Total 62810 · Miscellaneous Service Expenses	33.59	200.00	(166.41)	16.8%
Total Expense	238,821.08	219,500.00	19,321.08	108.8%
Net Ordinary Income	3,111.45	0.00	3,111.45	100.0%
Other Income/Expense				
Other Expense				
2019 Grant Award Balance	6,850.00	0.00	6,850.00	100.0%
Total Other Expense	6,850.00	0.00	6,850.00	100.0%
Net Other Income	(6,850.00)	0.00	(6,850.00)	100.0%
Net Income	(3,738.55)	0.00	(3,738.55)	100.0%

Greene County Tourist Promotion Agency
Profit & Loss Budget vs. Actual
January through June 2020

	Jan - Jun 20	Budget	\$ Over Budget	% of Budget	2020 Budget
Ordinary Income/Expense					
Income					
43310 · County Personnel Contribution	24,442.35	27,599.83	(3,157.48)	88.56%	55,199.71
43110 · Hotel/Motel Tax	45,629.90	83,875.00	(38,245.10)	54.4%	165,000.00
43115 · Charges for Services					
Advertising Sales					
Co-Op Advertising Sales	0.00	1,000.00	(1,000.00)	0.0%	1,000.00
Visitor Guide Ad Sales	8,325.00	7,500.00	825.00	111.0%	7,500.00
Total Advertising Sales	8,325.00	8,500.00	(175.00)	97.94%	8,500.00
Inventory Sales	134.11	250.00	(115.89)	53.64%	750.00
Partnership Dues	6,680.00	6,700.00	(20.00)	99.7%	6,750.00
Print & Copy	165.00	0.00	165.00	100.0%	0.00
Seminar/Training	0.00	0.00	-	0.0%	0.00
Sponsorship	550.00	0.00	550.00	100.0%	0.00
Tours	0.00	0.00	-	0.0%	0.00
Total 43115 · Charges for Services	15,854.11	15,450.00	404.11	102.62%	16,000.00
43120 · Grant Funding					
Rivers of Steel	0.00	15,000.00	(15,000.00)	0.0%	15,000.00
Total 43120 · Grant Funding	0.00	15,000.00	(15,000.00)	0.0%	15,000.00
43125 · CARES Act Funding	0.00	0.00	-	0.0%	0.00
43205 · Interest Income	201.88	500.02	(298.14)	40.37%	1,000.00
48900 · Shipping and Delivery Income	0.00	0.00	-	0.0%	0.00
Total Income	86,128.24	142,424.85	(56,296.61)	60.47%	252,199.71
2019 Grant Award Balance	6,850.00	0.00	6,850.00	100.0%	6,850.00
2018 Greene River Trail Project Balance	15,000.00	0.00	15,000.00	100.0%	15,000.00
Gross Profit	107,978.24	142,424.85	(34,446.61)	75.81%	274,049.71
Expense					
Personnel/Payroll					
61105 · Salaries & Wages	33,077.14	38,750.02	(5,672.88)	85.36%	77,500.00
61205 · Medical Coverage	13,268.45	15,875.02	(2,606.57)	83.58%	31,750.00
61210 · Workers Comp.	61.58	120.00	(58.42)	51.32%	140.00

61215 · Unemployment Comp.	512.16	733.34	(221.18)	69.84%	1,100.00
61221 · Social Security Tax	1,861.22	2,450.02	(588.80)	75.97%	4,900.00
61222 · Medicare Tax	435.30	575.02	(139.72)	75.7%	1,150.00
61225 · Life Insurance	95.60	99.98	(4.38)	95.62%	200.00
61230 · Retirement	0.00	0.00	-	0.0%	4,000.00
Total Personnel/Payroll	49,311.45	58,603.40	(9,291.95)	84.14%	120,740.00
Services					
62205 · Local Service	432.57	600.00	(167.43)	72.1%	1,200.00
62305 · Postage/Shipping	3,249.95	2,350.00	899.95	138.3%	3,000.00
62310 · Advertising					
Print					
Chamber of Commerce GreeneScene / Direct Results	250.00	350.00	(100.00)	71.43%	350.00
Herald-Standard / GC Messenger	0.00	900.00	(900.00)	0.0%	1,800.00
New South Media - WV Living	0.00	0.00	-	0.0%	0.00
Observer-Reporter	1,700.00	3,400.00	(1,700.00)	50.0%	5,100.00
VisitPA	0.00	756.00	(756.00)	0.0%	1,212.00
VisitPittsburgh	5,490.00	5,490.00	-	100.0%	5,490.00
Where & When	4,200.00	4,200.00	-	100.0%	4,200.00
Misc. Print	1,100.00	2,200.00	(1,100.00)	50.0%	3,300.00
Total Print	2,900.00	900.00	2,000.00	322.22%	900.00
Digital					
Email Marketing	15,640.00	18,196.00	(2,556.00)	85.95%	22,352.00
Social Media Advertising	202.50	300.00	(97.50)	67.5%	600.00
www.VisitPA.com	0.00	500.00	(500.00)	0.0%	1,250.00
www.VisitPITTSBURGH.com	4,270.00	4,270.00	-	100.0%	4,270.00
Misc. Digital	1,500.00	1,500.00	-	100.0%	1,500.00
Website Hosting	450.00	0.00	450.00	100.0%	0.00
Photo/Video Production	25.00	300.00	(275.00)	8.33%	4,300.00
Total Digital	0.00	0.00	-	0.0%	0.00
TV / Radio					
WANB Radio	200.00	745.72	(545.72)	26.82%	1,740.00
Total TV / Radio	200.00	745.72	(545.72)	26.82%	1,740.00
Promotional Materials	0.00	250.00	(250.00)	0.0%	500.00
Vendor Fees	135.00	400.00	(265.00)	33.75%	700.00
Distribution Program	3,802.90	4,563.52	(760.62)	83.33%	9,127.00
Total 62310 · Advertising	26,225.40	31,025.24	(4,799.84)	84.53%	46,339.00

62405 · Travel Expenses/Mileage	148.81	750.00	(601.19)	19.84%	1,500.00
62605 · Dues & Subscriptions	2,749.28	3,100.00	(350.72)	88.69%	3,300.00
62610 · Printing & Reproduction	21,980.58	19,600.00	2,380.58	112.15%	22,000.00
62615 · Employee Development/Conference	0.00	1,130.00	(1,130.00)	0.0%	1,250.00
62735 · Other Professional Services	718.77	700.00	18.77	102.68%	2,000.00
62740 · Partnership Meetings	1,795.65	1,500.00	295.65	119.71%	1,500.00
62745 · Tour Expenses	0.00	0.00	-	0.0%	0.00
Total Services	57,301.01	60,755.24	(3,454.23)	94.32%	82,089.00
Materials & Supplies					
63105 · Supplies	0.00	250.00	(250.00)	0.0%	500.00
64125 · Capital Outlay	0.00	0.00	-	0.0%	3,500.00
Total Materials & Supplies	0.00	250.00	(250.00)	0.0%	4,000.00
64105 · Grant Projects					
Greene River Trail	22,024.63	30,000.00	(7,975.37)	73.42%	30,000.00
COVID-19 Promotion Campaign	0.00	0.00	-	0.0%	0.00
Total 64105 · Grant Projects	22,024.63	30,000.00	(7,975.37)	73.42%	30,000.00
65110 · Tourism Grants					
Advertising	9,475.00	9,100.00	375.00	104.12%	17,350.00
Capital	11,000.00	11,000.00	-	100.0%	16,000.00
Sponsorships	2,650.00	350.00	2,300.00	757.14%	350.00
Total 65110 · Tourism Grants	23,125.00	20,450.00	2,675.00	113.08%	33,700.00
Indirect Expenses					
65115 · Indirect Administration	0.00	1,650.00	(1,650.00)	0.0%	3,300.00
Total Indirect Expenses	0.00	1,650.00	(1,650.00)	0.0%	3,300.00
62810 · Miscellaneous Service Expenses					
PA Sales Tax	0.84	100.00	(99.16)	0.84%	200.00
Total 62810 · Miscellaneous Service Expenses	0.84	100.00	(99.16)	0.84%	200.00
Total Expense	151,762.93	171,808.64	(20,045.71)	88.33%	274,029.00
Net Ordinary Income	(43,784.69)	(29,383.79)	(14,400.90)	149.01%	20.71
Net Income	(43,784.69)	(29,383.79)	(14,400.90)	149.01%	20.71

*Includes 2019 Balance

*Includes 2019 Balance