

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, September 9, 2020**

**Present**

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

**Absent**

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

**Quorum Present?**        Yes

**CALL TO ORDER:**

1. Courtney called the meeting to order at 3:32 p.m.
2. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the August 12, 2020 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of August 31, 2020, the Hotel/Motel 3% Tax Account ending balance is \$88,798.73; the TPA Fundraising Account ending balance is \$22,054.24; and the TPA MMA Savings Account ending balance is \$10,997.78.

**ACCOUNTS PAYABLE:**

1. Sandy Wilson made the motion and Blair Zimmerman seconded to decline renewing the annual subscription to the Greene County Messenger at this time. Vote was unanimous.
2. Matt Cumberledge made the motion and Ben McMillen seconded to approve the September 9, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

**DIRECTOR REPORT:**

1. JoAnne Marshall provided updates on projects continuing to move forward including the video production of driving tours, video production of the 25<sup>th</sup> anniversary, hotel tax ordinance proposed meeting with the solicitor, installation of the Greene River Trail signage and road rally event with United Way.
2. Traveler sentiment is increasing but remains much lower compared to last year at this time. There is discussion among the state tourism offices that events might not be able to take place next year, but planning for them is still continuing forward.
3. It was announced on Tuesday morning that restaurants will be permitted to increase indoor dining from 25% occupancy to 50% occupancy beginning September 21 after completion of an online self-certification by the state. Additional restrictions include last call for alcohol at 10 p.m., no service at bar and alcohol purchases must be accompanied with food purchases. Pennsylvania Restaurant & Lodging Association is continuing forward with their advocacy in several legislature bills that will grant restaurants, bars, hotel conference centers, and indoor gatherings the ability to operate safely with evidence-based regulations along with financial relief for the industry.

## **COMMITTEE REPORTS**

### **Advertising**

1. Matt Cumberledge made the motion and Sandy Wilson seconded to decline the renewing the ITI Digital website calendar annual contract for \$3,900 and purchase the custom-build website calendar from Alan Laick for \$350. Vote was unanimous.

### **Bylaws**

*Nothing to report at this time.*

### **Finance**

1. Matt Cumberledge made the motion and Christy Orndorff seconded to request a credit card through the County of Greene. Vote was unanimous.

### **Fundraising**

1. Ben McMillen made the motion and Adam Stokes seconded to change the pricing of the puzzles, t-shirts, watercolor paintings and crocks to \$10 per item. Vote was unanimous.
2. Ben McMillen made the motion and Don Chappel seconded to grant permission to JoAnne Marshall to offer wholesale pricing to our partners and merchandise specials even if the price is below the cost of goods. Vote was unanimous.
3. Kevin Paul made the motion and Adam Stokes seconded to grant permission to JoAnne Marshall to approve donations of merchandise to partners and non-profits as requested. Vote was unanimous.

### **Grants**

1. Matt Cumberledge made the motion and Kevin Paul seconded to approve the final advertising grant funding disbursement of \$375 to Special Events Commission for the Rain Day Festival and \$250 to Waynesburg Lions Club for the Sounds of Summer. Vote was unanimous.
2. Don Chappel made the motion and Kevin Paul seconded to approve the final capital grant funding disbursement of \$2,500 to Waynesburg Lions Club for the Milliken Amphitheater Enhancement Project. Vote was unanimous.
3. Christy Orndorff made the motion and Ben McMillen seconded to approve the advertising grant revision for SWPA HauntedCon that will modify the scale of the event to smaller lectures held on October 16, 17 and 31 due to current COVID-19 gathering restrictions. Vote passed with Kevin Paul abstaining.
4. Advertising grant recipients that had events canceled due to COVID-19 were contacted with the option to purpose new projects to use the advertising funds awarded on a smaller scale. Six grant awardees are discussing their options or already submitted proposals, ten grant awardees are proceeding forward and closing out with their expenses, four grant awardees have completed their close-outs, and two grant awardees have not responded.

### **Hotel/Motel Tax**

1. Hotel occupancy for July 2020 was 40.7% with an average daily room rate of \$78.93 and revenue per available room at \$32.10.

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

*Nothing to report at this time.*

### **Partnership**

*Nothing to report at this time.*

**OLD BUSINESS:**

1. Courtney Hursey and Matt Cumberledge shared their thoughts on the meeting with Visit Mountaineer Country. Overall, it went well and they are very willing to help us out moving forward. While their organization operates differently, there are similarities and their goal is to get guests in the hotels through promotional campaigns with businesses and attractions. JoAnne Marshall was offered a chance to speak at their upcoming virtual Tourism Partner Meeting.
2. Board members interested in continuing the wedding marketing strategy will schedule the next meeting with Christy Orndorff following this meeting.
3. Matt Cumberledge made the motion and Don Chappel seconded to contract with Colleen Nelson to obtain 50 articles of 400 to 500 words each at \$100 per article by December 30, 2020. The articles will be paid upon completion through the board meetings and used in e-blasts, social media, website and printed pieces as applicable. Vote passed with Kevin Paul opposed.

**NEW BUSINESS:**

1. Discussion was held on submitting a grant request to the Community Foundation to create a map for hotels in the area to increase the guest experience while directing guests to restaurants and attractions. A committee will be formed if the grant is awarded.

**PUBLIC COMMENT:**

*Nothing to report at this time.*

**ADJOURNMENT:**

1. The meeting adjourned at 4:34 p.m. by a motion from Don Chappel and seconded by Matt Cumberledge. The next meeting will be at the Greene County Fairgrounds on Wednesday, October 14 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

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

**Wednesday, September 09, 2020**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>HM</b>	<b>FR</b>	<b>MM</b>	<b>Amount</b>
06/30/2020	2249	County of Greene General Fund	June Verizon	X			49.80
07/31/2020	2241	County of Greene General Fund	July Payroll	X			5,536.62
07/31/2020	2242	County of Greene General Fund	July Avaya	X			14.78
07/31/2020	2243	County of Greene General Fund	July Windstream	X			15.98
07/31/2020	2244	County of Greene General Fund	July Postage	X			265.82
07/31/2020	2250	County of Greene General Fund	July Verizon	X			50.49
08/06/2020		JoAnne E Marshall	COVID Stock Images	X			31.79
08/10/2020	W74210	Observer-Reporter	Public Notice - Meeting Relocation		X		55.90
08/19/2020	2245	County of Greene General Fund	August Avaya	X			14.78
08/19/2020	2246	County of Greene General Fund	August Windstream	X			15.98
08/21/2020	169525	Where & When	Half Page Ad (Fall/Winter 2020- 2021)	X			1,100.00
08/31/2020	2248	County of Greene General Fund	August Payroll	X			4,046.25
08/31/2020	2251	County of Greene General Fund	August Verizon	X			47.27
08/31/2020	20080011	WANB Radio	August Tourism Radio (13 spots)	X			260.00
09/01/2020		CTM Media Group, Inc.	Amish Country Distribution (August 2020)	X			424.58
09/01/2020		Laick Design	Customized Online Events Calendar	X			350.00
09/01/2020	GCTPA0920P	Pennsylvania On Display	Brochure Distribution (September 2020)	X			336.00
09/03/2020	2247	County of Greene General Fund	September Avaya	X			14.78
09/08/2020		Petty Cash	Reimbursement USPS Shipping		X		42.20

**TOTAL REQUESTED THIS REPORT      \$12,673.02**