

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, October 14, 2020**

**Present**

Don Chappel, Matt Cumberledge, Courtney Hursey, Christy Orndorff, Sandy Wilson, and Shelley Younken.  
Staff: JoAnne Marshall.

**Absent**

Derek Garcia, Ben McMillen, Justin McWilliams, Nicole Mitchell, Kevin Paul, Adam Stokes, and Blair Zimmerman.

**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 Sandy Wilson seconded to approve the September 9, 2020 meeting minutes with the correction to remove the payment of \$424.58 to CTM Media Group on the September 9, 2020 Disbursement Request. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of September 30, 2020, the Hotel/Motel 3% Tax Account ending balance is \$90,212.89; the TPA Fundraising Account ending balance is \$21,981.84; and the TPA MMA Savings Account ending balance is \$10,998.68.

**ACCOUNTS PAYABLE:**

1. Matt Cumberledge made the motion and Shelley Younken seconded to approve the October 14, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

**DIRECTOR REPORT:**

1. The Controller's Office conducted an audit of our office on October 8, 2020. No further actions were required.
2. A grant request for \$2,000 was submitted to the Community Foundation of Greene County for the Locator Map project in 2021. Award notifications will be sent out in December.
3. Visit Mountaineer Country is holding their monthly PR meeting on Wednesday, October 21.

## **COMMITTEE REPORTS**

### **Finance**

1. JoAnne Marshall presented the projected finance report for 2020 that shows a projected loss of \$55,579.90 in direct relation to the revenue loss through the Local Occupancy Tax at the hotels due to COVID-19. The actual loss should be less than the projection through continued cost saving actions and the loss will be covered through the reserve funds.
2. Open discussion was held for the 2021 budget.
  - a. The tourism industry is in a depression and is not expected for travelers to begin traveling until summer 2021 based on consumer sentiment reports. U.S. hotel room demand is forecasted for a 3-year recovery period with revenue not recovering until 2024. International travel, including Canada, is not expected to recover until 2025.
  - b. Revenue will be greatly decreased for 2021. Local Occupancy Tax (Hotel/Motel Tax) is not projected to recover to pre-pandemic levels prior to June at the earliest. The County is decreasing their personnel contribution from 50% to 25%.
  - c. Raising the Local Occupancy Tax from 3% to the 5% as allowed by the state would have assisted with the 2020 finance status and would assist in the recovery process moving forward.
  - d. Discussion for possible expense cuts include advertising campaigns, the Visitor Guide, personnel, office expenditures and the grant program.

### **Advertising**

1. Matt Cumberledge made the motion and Christy Orndorff seconded to reduce our annual contract with CTM Media Group to only utilize the rack card distribution in I-70/I-77 Interstate Hotels and Ohio's Amish Country for \$3,000. Vote was unanimous.
2. Don Chappel made the motion and Matt Cumberledge seconded to continue to use the 2020 Visitor Guide through 2021 instead of printing a new issue. Vote was unanimous.

### **Bylaws**

*Nothing to report at this time.*

### **Fundraising**

*Nothing to report at this time.*

### **Grants**

1. Sandy Wilson made the motion and Shelley Younken seconded to approve the final advertising grant funding disbursement of \$500 to Jacktown Fair Board for the Jacktown Fair and \$410 to White Covered Bridge Association for the White Covered Bridge. Vote was unanimous.
2. Matt Cumberledge made the motion and Sandy Wilson seconded to close out the advertising grants for Greene County Fair Board. The remaining balance of \$350 for the Greene County Fair and \$500 for the Lucas Oil Mega Pull are owed back to Tourism. Vote was unanimous.
3. Matt Cumberledge made the motion and Sandy Wilson seconded to postpone the decision on the 2021 Grant Program until January 2021. Vote was unanimous.

### **Hotel/Motel Tax**

1. Hotel occupancy for August 2020 was 39.2% with an average daily room rate of \$78.43 and revenue per available room at \$30.76.

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

*Nothing to report at this time.*

**Partnership**

1. Discussion on the partnership program is postponed until November.

**OLD BUSINESS:**

1. The wedding marketing group is continuing forward towards promoting Elopement Packages. Venues are continuing to work on their package offerings and details along with pricing. The next meeting for the group is at 10 a.m. on November 5 at the Greene County Historical Museum.
2. The Mystery Road Rally will be held on Saturday, October 24. Anyone that is willing to volunteer is welcomed. Vehicle registrations are currently at 17 cars.
3. WANB Radio Ads using the CARES Act Funding have begun. The addition of the content articles to our weekly e-blasts and website have increased the traffic to both sources.

**NEW BUSINESS:**

1. Matt Cumberledge made the motion and Don Chappel seconded to nominate Leigh Shields for the Farmers Director vacancy on the Conservation Board of Directors. If Leigh declines the nomination, then Dave Shipman will be the nomination. Vote was unanimous.
2. Discussion was held on recommendations for the 2021-23 term for the Tourism Board. Recommendations will be collected at the November meeting and submitted to the Greene County Commissioners for appointment.

**PUBLIC COMMENT:**

*Nothing to report at this time.*

**ADJOURNMENT:**

1. The meeting adjourned at 4:44 p.m. by a motion from Don Chappel and seconded by Shelley Younken. The next meeting will be at the Greene County Fairgrounds on Wednesday, November 18 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2020 - Q4  
Wednesday, October 14, 2020**

| Date       | Invoice #  | Vendor                            | Memo  | HM | FR | MM | Amount   |
|------------|------------|-----------------------------------|---|----|----|----|----------|
| 06/30/2020 |            | County of Greene General Fund     | 2nd Quarter Sales Tax   |    | X  |    | 4.99     |
| 07/31/2020 | 2243       | County of Greene General Fund     | July Windstream   | X  |    |    | 1.48     |
| 07/31/2020 | 2258       | County of Greene General Fund     | July & August Copier & Color Copies                             | X  |    |    | 487.11   |
| 07/31/2020 | 2260       | County of Greene General Fund     | Apr-June 2020 FBM Color Copies (151 qty)                        | X  |    |    | 12.08    |
| 07/31/2020 | 2261       | County of Greene General Fund     | Jan-Mar 2020 FBM Color Copies (3,008 qty)                       | X  |    |    | 240.64   |
| 07/31/2020 | 2262       | County of Greene General Fund     | Health Savings Account  | X  |    |    | 2,250.00 |
| 08/31/2020 | 2259       | County of Greene General Fund     | September Copier & Color Copies                                 | X  |    |    | 241.76   |
| 09/01/2020 | 2255       | County of Greene General Fund     | September Windstream  | X  |    |    | 15.98    |
| 09/11/2020 |            | County of Greene General Fund     | 2019 3rd Quarter Administration                                 | X  |    |    | 980.99   |
| 09/11/2020 |            | County of Greene General Fund     | 2019 4th Quarter Administration                                 | X  |    |    | 1,135.10 |
| 09/14/2020 |            | County of Greene General Fund     | 2020 1st Quarter Administration                                 | X  |    |    | 362.37   |
| 09/14/2020 |            | County of Greene General Fund     | 2020 2nd Quarter Administration                                 | X  |    |    | 492.22   |
| 09/14/2020 | 4026       | New South Media, Inc.             | Digital WV Living (September)                                   | X  |    |    | 75.00    |
| 09/18/2020 |            | Rhodes and Hammers Printing, Inc. | 4' x 5'3" Greene County Map                                     |    | X  |    | 140.00   |
| 09/21/2020 | 10944      | New South Media, Inc.             | WV Living (Fall 2020) - Full Page Ad                            | X  |    |    | 1,700.00 |
| 09/29/2020 | 2252       | County of Greene General Fund     | August Postage  | X  |    |    | 366.00   |
| 09/30/2020 | 2253       | County of Greene General Fund     | September Verizon Cell Phone                                    | X  |    |    | 47.27    |
| 09/30/2020 | 2256       | County of Greene General Fund     | September Payroll   | X  |    |    | 4,046.26 |
| 09/30/2020 | 2257       | County of Greene General Fund     | September Postage   | X  |    |    | 280.00   |
| 09/30/2020 | 20090018   | WANB Radio                        | September Tourism Radio (13 Spots)                              | X  |    |    | 260.00   |
| 10/01/2020 | 2254       | County of Greene General Fund     | October Avaya   | X  |    |    | 14.78    |
| 10/01/2020 | 42860      | Miles Media Group, LLLP           | Happy Traveler - Email Featured Deal (Sept-Nov)                 | X  |    |    | 1,700.00 |
| 10/01/2020 | 10997      | New South Media, Inc.             | Digital WV Living (October)                                     | X  |    |    | 75.00    |
| 10/01/2020 | GCTPA1020P | Pennsylvania On Display           | Brochure Distribution (October 2020)                            | X  |    |    | 336.00   |
| 10/12/2020 |            | Colleen R. Nelson                 | Content Articles (2 qty)  | X  |    |    | 200.00   |
| 10/14/2020 |            | Cash                              | Petty Cash - Reimburse USPS Receipt - VG Shipping to Bedford PA |    | X  |    | 31.05    |

**TOTAL REQUESTED THIS REPORT \$ 15,496.08**