

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, November 18, 2020**

**Present**

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

**Absent**

Don Chappel, Matt Cumberledge, Derek Garcia, Justin McWilliams, Adam Stokes, and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Courtney called the meeting to order at 3:31 p.m.
2. Kevin Paul made the motion and Sandy Wilson seconded to approve the October 14, 2020 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of October 30, 2020, the Hotel/Motel 3% Tax Account ending balance is \$85,962.21; the TPA Fundraising Account ending balance is \$21,905.80; and the TPA MMA Savings Account ending balance is \$10,999.58.

**ACCOUNTS PAYABLE:**

1. Blair Zimmerman made the motion and Kevin Paul seconded to approve the November 18, 2020 Disbursement Request sheet (Attachment 1). Vote passed with Ben McMillen abstaining.

**DIRECTOR REPORT:**

1. The secretary position will be eliminated on November 27, 2020 due to the current financial situation.

**COMMITTEE REPORTS**

**Finance**

1. The Finance Committee has decided to review the 2021 budget in 4-month sections versus the entire year due to the pandemic. A draft of January to April 2021 will be presented at the next meeting.

**Advertising**

1. Nicole Mitchell made the motion and Kevin Paul seconded to approve the Google My Business Education Program & Full Google DMO Partnership Program Support Services through Miles Media Partnership for \$6,550 using CARES Act Funding. Vote was unanimous.
2. Ben McMillen made the motion and Christy Orndorff seconded to purchase the quarter-page ad in VisitPITTSBURGH's 2021 Official Visitor Guide for \$2,500. Vote was unanimous.
3. Kevin Paul made the motion and Sandy Wilson seconded to approve the 2021 contract renewal with Pennsylvania On Display for \$4,032 and a \$75 pick-up charge to transport 40 cases to the distribution center. The contract includes five brochure pockets at Rest Areas and two brochure pockets at turnpike plazas in Pennsylvania.

**Bylaws**

*Nothing to report at this time.*

**Fundraising**

*Nothing to report at this time.*

**Grants**

1. Nicole Mitchell made the motion and Ben McMillen seconded to approve the final advertising grant funding disbursement of \$250 to Waynesburg Prosperous & Beautiful for the 50's Fest & Car Cruise and \$456 to Haunted Hills and Hollows for the SWPA HauntedCon. Vote passed with Kevin Paul abstaining.
2. Kevin Paul made the motion and Christy Orndorff seconded to approve EQT REC Center's advertising grant revision to include digital promotion for the November Birthday Month. Vote was unanimous.

**Hotel/Motel Tax**

1. Hotel occupancy for September 2020 was 41.7% with an average daily room rate of \$77.65 and revenue per available room at \$32.40.
2. Hotel occupancy for October 2020 was 44.8% with an average daily room rate of \$76.42 and revenue per available room at \$34.22.

**Long-Range Strategic Planning**

*Nothing to report at this time.*

**Partnership**

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

**OLD BUSINESS:**

1. The wedding marketing group's meeting for Friday, November 20 to review the draft of the webpage will be postponed until the first week of December. Marketing will begin for small elopement style weddings upon completion of the webpage and final review of venue packages.
2. Kevin Paul made the motion and Sandy Wilson seconded to modify the Location Signage of the CARES Act Proposal to a Shop & Dine Challenge with expenditures on materials for the program that include passport booklets, hand sanitizer, stamps, signage, and store decals and advertising in the GreeneScene, Greene County Magazine and Living in Washington County. Vote was unanimous.
3. Ben McMillen made the motion and Kevin Paul seconded to include a credit card and cash register through Square and equipment for video production and live Facebook feed in the CARES Act Proposal. Vote was unanimous.

**NEW BUSINESS:**

1. Kevin Paul made the motion and Nicole Mitchell seconded to nominate Brady Gaines, Ben McMillen, Deneen Rhodes, Shelley Younken and representative from Microtel to the Tourism Board of Directors for the term of 2021-2023. The nominations, upon acceptance by the nominees, will be submitted to the Greene County Commissioners to decide for the four vacancies. Vote was unanimous.

**PUBLIC COMMENT:**

*Nothing to report at this time.*

**ADJOURNMENT:**

1. The meeting adjourned at 4:00 p.m. by a motion from Kevin Paul and seconded by Christy Orndorff. The next meeting will be at the Greene County Fairgrounds on Wednesday, December 9 at 3:30 p.m.

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2020 - Q4  
Wednesday, November 18, 2020**

	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>HM</b>	<b>FR</b>	<b>MM</b>	<b>Amount</b>
10/26/2020	3Q Sales Tax	County of Greene General Fund	3rd Quarter Sales Tax	X			\$ 15.06
10/31/2020	2267	County of Greene General Fund	October Postage	X			\$ 192.95
10/31/2020	20100015	WANB Radio	October Tourism Radio (13 spots)	X			\$ 260.00
11/01/2020	INV10-006178	CTM Media Group Inc.	Amish Country Distribution Program (November)	X			\$ 150.40
11/01/2020	GCTPA112 OP	Pennsylvania On Display	Brochure Distribution (November 2020)	X			\$ 336.00
11/02/2020	11099	New South Media, Inc.	Digital WV Living (November)	X			\$ 75.00
11/05/2020		County of Greene General Fund	October 2020 American Express Bill (Virtual Summit & Facebook)	X			\$ 145.00
11/10/2020		Laick Design-V	Website Optimization and Security Upgrade	X			\$ 425.00
11/16/2020		McMillen Photography	Driving Tour' Videography and Photo Content	X			\$ 3,700.00
11/16/2020		McMillen Photography	We Are Open' Videography and Photo Content	X			\$ 6,000.00
11/17/2020		Colleen R. Nelson	Content Articles (3 qty)	X			\$ 300.00

**TOTAL REQUESTED THIS REPORT    \$ 11,599.41**

*Minutes submitted by JoAnne Marshall, Tourism Director.*