

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

Present

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

Absent

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

Quorum Present? Yes

CALL TO ORDER:

1. Courtney called the meeting to order at 3:35 p.m.
2. Blair Zimmerman made the motion and Kevin Paul seconded to approve the November 18, 2020 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of November 30, 2020, the Hotel/Motel 3% Tax Account ending balance is \$91,907.15; the TPA Fundraising Account ending balance is \$32,918.11; and the TPA MMA Savings Account ending balance is \$11,000.51.

ACCOUNTS PAYABLE:

1. Matt Cumberledge made the motion and Kevin Paul seconded to approve the December 9, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

DIRECTOR REPORT:

1. Jane's last day in our office was Monday, December 7 and she transitioned into an open position within the county.
2. The Tourism Office will be closed from December 17 to January 4 for holiday and vacation days to be utilized. The phone and email messaging system will reflect the status with urgent matters directed to the Commissioner's Office. JoAnne will be reporting in to check correspondence, finances and to complete the Shop & Dine Challenge. Matt volunteered the museum as an option for phone forwarding.
3. Blair shared that the Department of Recreation through a volunteer company was able to install 10 of the 20 signs along the Greene River Trail. Recreation is pursuing the ability to install the remaining 10 signs before spring.

COMMITTEE REPORTS

Advertising

Nothing to report at this time.

Bylaws

Nothing to report at this time.

Finance

1. A draft of the 2020 financials to-date was presented. Hotel tax revenue is still unaccounted for October to December and we have been able to decrease the net loss with reduced expenditures.
2. A draft of the budget for January to April 2021 was presented with a projected income for \$33,950 and expenses for \$42,562. Revenue is typically lower in the first half of the year while expenses are higher. The trend flips for the second half as our hotel traffic comes through the fall months and expenses are lower.

Fundraising

Nothing to report at this time.

Grants

1. Kevin Paul made the motion and Matt Cumberledge seconded to approve the final advertising grant funding disbursement of \$250 to Rain Day Scholarship Inc. for Miss Rain Day and \$500 to Valley View Farm Venue for Wedding Pro Advertisement. Vote passed with Christy Orndorff 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

Nothing to report at this time.

Long-Range Strategic Planning

Nothing to report at this time.

Partnership

1. Sandy Wilson made the motion and Kevin Paul seconded to approve a partnership tier program with a basic partnership for \$50, expanded partnership for \$75 and a premier partnership for \$125. A targeted marketing partnership will be offered at \$225 for specific marketing initiatives such as intimate weddings and large-scaled events. Vote was unanimous.

OLD BUSINESS:

1. The next meeting for the wedding market initiative will be postponed until January due to the holidays.
2. A current expense sheet for the CARES ACT Funding was presented with a total of \$44,868.82. Funding remaining will be utilized for the videography set-up, Facebook live feeds and a credit card system. The Shop & Dine Challenge currently has 27 businesses participating throughout the county. The challenge ends on December 20.

NEW BUSINESS:

1. Tourism received a \$2,000 grant from Community Foundation of Greene County's *Fund for Community and Economic Development* and the *Good For Greene Fund*. The project will be a locator map targeted for the hotel guests to navigate the restaurants and attractions in Greene County. Sandy Wilson and Ben McMillen volunteered to participate on the project committee with the first meeting to be held in January.
2. Ben McMillen made the motion and Blair Zimmerman seconded to appoint Sandy Wilson as the board president for 2021. Vote was unanimous. The Vice-President and Secretary/Treasurer positions will be filled in January.

3. The meeting schedule for 2021 will be sent out as a survey to all board members to determine if meetings shall remain at the Greene County Fairgrounds on the 2nd Wednesday of the month at 3:30 p.m. (except for August which will be the 3rd week). The majority will decide the meeting dates and time.

PUBLIC COMMENT:

Nothing to report at this time.

ADJOURNMENT:

1. The meeting adjourned at 4:11 p.m. by a motion from Kevin Paul and seconded by Matt Cumberledge. The next meeting is tentatively scheduled for the Greene County Fairgrounds on Wednesday, January 13 at 3:30 p.m.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2020 - Q4
Wednesday, December 09, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
10/06/2020	0061-016	WANB Radio	Shop and Eat Local Radio Spots (500 qty)	X			4,000.00
10/06/2020	2271	County of Greene General Fund	October Copier & Color Copies	X			235.95
10/31/2020	2266	County of Greene General Fund	October Verizon Cell Phone	X			37.29
10/31/2020	2269	County of Greene General Fund	October Payroll	X			4,046.26
11/01/2020	2263	County of Greene General Fund	November Avaya	X			14.78
11/02/2020	2272	County of Greene General Fund	November Copier & Color Copies	X			243.76
11/06/2020	2268	County of Greene General Fund	November Windstream	X			16.16
11/19/2020	43953	Direct Results	Hand Sanitizer and Challenge Decals	X			4,449.00
11/20/2020	44015	Direct Results	Shop and Dine Challenge - Full Page Ad	X			1,425.00
11/20/2020	48961	Rhodes and Hammers Printing, Inc.	Shop and Dine Challenge - Passport	X			580.00
11/23/2020	ConstantContact	County of Greene General Fund	Constant Contact (6 months)	X			243.00
11/19/2020	Frame	Gary Shriver	Greene County Map - Frame	X			145.00
11/24/2020	Amazon	JoAnne E Marshall	Shop and Dine Challenge - Supplies	X			115.65
11/27/2020	HobbyLobby	JoAnne E Marshall	Shop and Dine Challenge - Frames	X			45.27
11/30/2020	2273	County of Greene General Fund	November Payroll	X			4,045.30
11/30/2020	2274	County of Greene General Fund	November Postage	X			152.47
11/30/2020	2275	County of Greene General Fund	November Verizon Cell Phone	X			42.29
12/01/2020	2270	County of Greene General Fund	December Avaya	X			14.78
12/01/2020	GCTPA1220P	Pennsylvania On Display	Brochure Distribution (December 2020)	X			336.00
12/01/2020		CTM Media Group Inc.	Amish Country Distribution Program (December)	X			424.58
12/03/2020	AMEX - November	County of Greene General Fund	American Express (November 2020)	X			890.71
12/07/2020	20201207	Colleen R. Nelson	Content Articles (4 qty)	X			400.00
12/08/2020	11243	New South Media, Inc.	Digital WV Living (December 2020)	X			75.00
12/09/2020		Miles Media Group, LLLP	Google DMO Partnership Program	X			6,550.00

TOTAL REQUESTED THIS REPORT

\$ 28,528.25

Minutes submitted by JoAnne Marshall, Tourism Director.