

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, January 13, 2021**

**Present**

Dan Bazzoli, Don Chappel, Matt Cumberledge, Ben McMillen, Christy Orndorff, Kevin Paul, Adam Stokes, Sandy Wilson, Shelley Younken, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent**

Derek Garcia, Justin McWilliams, Nicole Mitchell, and Deneen Rhodes.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Sandy Wilson called the meeting to order at 3:31 p.m.
2. Dan Bazzoli made the motion and Ben McMillen seconded to appoint Matt Cumberledge as the board vice-president. Vote was unanimous.
3. Blair Zimmerman made the motion and Matt Cumberledge seconded to appoint Kevin Paul as the board secretary/treasurer. Vote was unanimous.
4. Matt Cumberledge made the motion and Ben McMillen seconded to appoint the following committee chairs with the vote unanimous:
  - a. Advertising and Promotion Committee: Ben McMillen and Christy Orndorff as co-chairs.
  - b. Bylaws Committee: Don Chappel as chair.
  - c. Finance Committee: Don Chappel as chair.
  - d. Fundraising Committee: Sandy Wilson and Shelley Younken as co-chairs.
  - e. Grant Committee: Nicole Mitchell as chair.
  - f. Hotel/Motel Tax Committee: JoAnne Marshall as chair.
  - g. Long-Range Strategic Committee: Matt Cumberledge and Kevin Paul as co-chairs.
  - h. Partnership Committee: Matt Cumberledge as chair.
5. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the December 9, 2020 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of December 31, 2020, the Hotel/Motel Tax Account ending balance is \$73,369.30. The TPA Fundraising Account and the TPA MMA Savings Account ending balances were not available at the time of the meeting due to mail delays. One deposit of \$2,000 was recorded for the TPA Fundraising Account in December.

**ACCOUNTS PAYABLE:**

1. Don Chappel made the motion and Shelley Younken seconded to change the Community Bank TPA Fundraising Account signatories to JoAnne Marshall, Sandy Wilson, Matt Cumberledge and Kevin Paul.
2. Matt Cumberledge made the motion and Ben McMillen seconded to approve the January 13, 2021 Disbursement Request sheet (Attachment 1). Vote was unanimous.

## **DIRECTOR REPORT:**

1. The office switch to one full-time person went well in December with very few complications during the holiday season, vacation and sick time. This time of the year is typically slow and Covid-19 has contributed to the decreased amount of correspondence with the office.
2. Upcoming meetings include the Upper Ohio River Valley that has been postponed until a later date, a meeting on Friday, January 15 with the tourism directors of southwestern Pennsylvania, and a marketing meeting with Visit Mountaineer Country on Friday, January 22. Anyone interested in attending the virtual meetings are welcome, but the agendas do not reflect a need for additional representation. Meetings need to be scheduled for the Community Foundation grant project and the Intimate Wedding marketing initiative.
3. The Memorandum of Understanding between the County of Greene and the Greene County Tourist Promotion Agency will be updated this month to reflect the change of 50% personnel contribution from the county to 25%. The indirect administration fee will remain the same for 2% of the revenue from the hotel rental tax.
4. The Greene River Trail signs have been installed by the Department of Recreation. Communication will be sent to Rivers of Steel along with the possibility of delaying a brochure publication.
5. The Civil War Trails organization has been in contact with the museum and tourism about the possibility of including Greene County in sites for signage and inclusion in marketing.
6. The Tour of Honor is a self-guided nationwide motorcycle ride to raise funds for assisting veterans and national heroes. They are including a site in Greene County for the 2021 challenge. The challenge is set to unveil the site to challenge participants on April 1. Ideas for communication of the challenge and the site will be explored and brought to the board at the next meeting.

## **COMMITTEE REPORTS**

### **Advertising**

1. Blair Zimmerman made the motion and Ben McMillen seconded to purchase a full-page ad in the Spring, Summer and Fall issues of *WV Living* at \$1,700 per issue from New South Media. Vote was unanimous.
2. The board will decline the opportunity to advertise in the *Where and When* publication due to finances and uncertainty of holding events.
3. The training for partners will be held virtually at 1 p.m. on Friday, January 15. A recording will be available afterwards for those unable to attend.
4. The monthly e-newsletter will kick-off at the beginning of February with new content articles sourced from partner submitted information. The first article theme is Valentine's Day. Additional themes will be assigned by the committee.

### **Bylaws**

*Nothing to report at this time.*

## **Finance**

1. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve customer transactions through Square. Transactions will cost 2.6% + 10 cents for in person payments, 2.9% + 30 cents for invoices, and 3.5% plus 15 cents for manual entry payments. Vote was unanimous.
2. The 2020 Financial Report is still lacking information including the December payroll accrual and contribution, the October to December hotel tax revenue, and the 2020 retirement, shipping and local services expenditures. To date, the year will net a loss of 43,695.75 which is less than originally projected.
3. Don Chappel made the motion and Shelley Younken seconded to approve the budget for January to April 2021 (Attachment 2). Incoming revenue will be monitored and adjustments to expenditures will be made as necessary. Vote was unanimous.
4. The CARES Act funding of \$50,000 was utilized by December 31 for event signage, small business radio promotion, self-guided driving tours on VisitPA's e-newsletter, website optimization and security improvements, videography and photo content, content blog articles and social media posts, Google DMO Partnership Program, Shop and Dine Challenge, credit card terminal, and video equipment and accessories. All purchases were relevant to promoting the safety precautions and re-opening due to Covid-19 or equipment needed as a result of Covid-19.
5. Discussion was held on the possibility of continuing initiatives like the Shop and Dine Challenge throughout the year. The Fundraising Committee will continue the conversation and brainstorm.
6. As a quasi-government Destination Marketing Organization, the tourism office is eligible to apply for a Paycheck Protection Program loan. The loan forgiveness would help the office out financially with payroll and other approved expenditures. JoAnne is working with the Controller's Office, Don Chappel and Community Bank to complete the applications and obtain all materials as required.

## **Fundraising**

*Nothing to report at this time.*

## **Grants**

1. Don Chappel made the motion and Kevin Paul seconded to approve the final advertising grant funding disbursement of \$1,000 to Greene County Historical Society for the GCHS Marketing Project, \$250 to Lippencott Alpacas for National Alpaca Farm Days, and \$375 to The Perfect Arrangement and Lily Bee's for the Tri-State Marketing Program. Vote passed with Matt Cumberledge abstaining.
2. Kristy Vilet from 5 Kidz Kandy is returning her 2020 Capital Grant due to uncertainty around the Covid-19 pandemic and the resulting financial impact. She wished to express her sincere appreciation for the opportunity of applying and receiving grant funding.
3. Five advertising grant applications remain uncompleted. EQT Rec Center and Waynesburg Prosperous & Beautiful will be submitting their reports upon final completion of the projects and within the allotted time frame. Observer-Reporter is returning their grant funding due the event cancellation because of Covid-19. Final conversations still need to be held with the King Coal Association and Hard Core Derby Promotions.
4. Blair Zimmerman made the motion and Matt Cumberledge seconded to not offer a grant program due to the projections for 2021 surrounding the Covid-19 pandemic. The situation will be monitored throughout the year and the program will be revisited if the opportunity rises. Vote was unanimous.

**Hotel/Motel Tax**

1. Hotel occupancy for November 2020 was 43.5%, average daily room rate was \$74.82, the revenue per available room was \$32.54, and the number of rooms sold were 4,958. Year-to-date, occupancy averaged 37.4% compared the occupancy average of 65.3% last year.
2. The hotel room tax ordinance was passed by the Commissioners at their December meeting and the effective date for the 5% tax is February 1. A letter addressing our request for the tax increase at the beginning of 2020 and our plans for the revenue increase will be sent out to lodging properties.

**Long-Range Strategic Planning**

*Nothing to report at this time.*

**Partnership**

1. Renewals and communication addressing the upcoming year will be sent out to current partners by email this week followed by mail correspondence.
2. The partnership meeting will be postponed until we can meet in person. A tentative date would be in May or June at an outdoor venue.

**OLD BUSINESS:**

*Nothing to report at this time.*

**NEW BUSINESS:**

*Nothing to report at this time.*

**PUBLIC COMMENT:**

*Nothing to report at this time.*

**ADJOURNMENT:**

1. The meeting adjourned at 4:35 p.m. by a motion from Blair Zimmerman and seconded by Matt Cumberledge. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, February 10 at 3:30 p.m.

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2021 - Q1**  
**Wednesday, January 13, 2021**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Amount</b>
12/01/2020	2281	County of Greene General Fund	December Windstream	\$ 16.16
12/08/2020	3244	Greene County Chamber of Commerce	2021 Chamber Dues	\$ 100.00
12/29/2020	2282	County of Greene General Fund	December Payroll	\$ 3,640.64
12/30/2020	Adorama	County of Greene General Fund	Video Camera and Accessories	\$ 770.51
12/31/2020	120361	Observer-Reporter	Greene Co Mag and Living in Wash (Full Page Ads)	\$ 1,117.00
12/31/2020	AMEX-December	County of Greene General Fund	American Express - December 2020	\$ 183.10
01/01/2021	46401	Miles Media Group, LLLP	2021 VisitPA Advertising	\$ 3,411.46
01/01/2021	GCTPA0121P	Pennsylvania On Display	PA Distribution Program (January 2021)	\$ 336.00
01/06/2021	5754	Observer-Reporter	2021 Meeting Legal Notice	\$ 55.90

**TOTAL REQUESTED THIS REPORT      \$ 9,630.77**

## January – April 2021 Budget

Revenue	Account Number	Account Name	2021 Budget
	43110	Hotel/Motel Tax	40,000.00
	43115	Charges for Service	
		Visitor Guide Advertising Sales	-
		Co-op Advertising Sales	2,000.00
		Inventory Sales	-
		Partnership Dues	5,000.00
		Training, Tours, Copies, Sponsorship & Shipping	-
	43205	Interest Income	50.00
	43310	County Personnel Contribution	4,900.00
	43120	Grant Funding	2,000.00
<b>TOTAL REVENUE</b>			<b>53,950.00</b>

Expenses	Account	2021 Budget	
<b>Personnel</b>	61105	Salaries & Wages	13,900.00
	61205	Medical Coverage	4,200.00
	61210	Workers Comp.	25.00
	61215	Unemployment Comp.	135.00
	61221	Social Security Tax	900.00
	61222	Medicare Tax	350.00
	61225	Life Insurance	28.00
	61230	Retirement	-
<b>TOTAL PERSONNEL</b>		<b>19,538.00</b>	
<b>Services</b>	62205	Local Service	300.00
	62305	Postage/Shipping	2,000.00
	62310	Advertising	
		Print	7,500.00
		Digital	5,500.00
		TV/Radio	-
		Promotional Materials	-
		Vendor/Display Fees	-
		Distribution Program	2,344.00
<b>Total Advertising</b>		<b>15,344.00</b>	
	62405	Travel Expenses/Mileage	-
	62605	Dues & Subscriptions	2,500.00
	62610	Printing & Reproduction	1,000.00
		Employee	
	62615	Development/Conference Costs	-
	62735	Other Professional Services	100.00
	62740	Partnership Meetings	-
<b>TOTAL SERVICES</b>		<b>21,244.00</b>	

<b>Materials &amp; Supplies</b>	63105	Supplies	-
	63110	Merchandise - New Inventory	-
		Capital Outlay	-
		<b>TOTAL MATERIALS &amp; SUPPLIES</b>	-
<b>Grant Projects</b>	64105	Grant Projects	
		Community Foundation	4,000.00
		<b>TOTAL GRANT PROJECTS</b>	<b>4,000.00</b>
<b>Grants &amp; Sponsorships</b>	65110	Tourism Grants	
		Advertising & Promotion Grants	-
		Capital Grant Projects	-
		Sponsorships	-
		<b>TOTAL GRANTS &amp; SPONSORSHIPS</b>	-
<b>Indirect</b>	65115	Indirect Administration	800.00
		<b>TOTAL INDIRECT EXPENSES</b>	<b>800.00</b>
<b>Miscellaneous</b>	62810	Miscellaneous Service Expenses	-
		PA Sales Tax	-
		<b>TOTAL MISC. SERVICE EXPENSES</b>	-
<b>TOTAL EXPENDITURES</b>			<b>45,582.00</b>
<b>NET INCOME</b>			<b>8,368.00</b>

*Minutes submitted by JoAnne Marshall, Tourism Director.*