

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 18, 2021

Present

Dan Bazzoli, Don Chappel, Ben McMillen, Nicole Mitchell, Kevin Paul, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

Absent

Derek Garcia, Justin McWilliams, Christy Orndorff, Adam Stokes, Sandy Wilson, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:37 p.m.
2. Blair Zimmerman made the motion and Nicole Mitchell seconded to approve the July 14, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of July 30, 2021, the Hotel/Motel Tax Account ending balance is \$107,103.56; the TPA Fundraising Account ending balance is \$38,967.75; and the TPA MMA Savings Account ending balance is \$11,006.63.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Dan Bazzoli seconded to approve the August 18, 2021 Disbursement Request (Attachment 1) totaling \$11,834.94. Vote was unanimous.

DIRECTOR REPORT

1. The Controller's Office conducted their quarterly audit on July 29th. No further action was needed. The Budget Director held a meeting on August 16 to review the County's contribution and the Indirect Administration fee for 2022.
2. The Tour of Honor site at Aleppo continues to lead the site visits in Pennsylvania. A RV travel blogger, the Long Long Road, took a detour in Greene County after picking up brochures from the I-79 Welcome Center. She posted several times about restaurants and sites for the 24 hours she was in the county and intends to come back. Appreciation was left to the board of directors for organizing the #DineGreene21 Challenge that highlighted local restaurants for dining.
3. An update from the Ryerson Station State Park Task Force was received that announced the pool would not be opening this summer due to waiting on a manufacturing part and labor shortage. The Upper Ohio Valley Regional Group met in Moundsville on July 21 to share updates with each county and the Morgantown marketing group continues to meet virtually each month.
4. The office will be closed August 28 to September 6 for vacation time. Emails and social media posts will be scheduled to release throughout the week.
5. The office will be open on Saturday, September 11 for 50s Fest as most of their supplies are stored on the 2nd floor.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. Kevin Paul made the motion and Don Chappel seconded to purchase the VisitPA advertising package through Miles Media for \$12,233.00. Vote was unanimous.
2. Don Chappel made the motion and Ben McMillen seconded to purchase an inside cover for \$2,000 in the Greater Moundsville CVB 2022 Visitor Guide if available. If space is unavailable, purchase a full-page ad for \$1,500. Vote was unanimous.
3. Kevin Paul made the motion and Blair Zimmerman seconded to set up at the Greene County Association of Township Officials' annual conference on Thursday, October 21, 2021 for \$50. Vote was unanimous. Deneen Rhodes volunteered to assist with the table from 7 to 10:30am.
4. No motion was presented to advertised in the Greene County Association of Township Officials program book.
5. Discussion was held on advertising in the Greene County Chamber of Commerce's 2021-22 Membership Directory. The board would like to offer a barter to the chamber for advertising in our Visitors Guide.
6. Ben McMillen made the motion and Kevin Paul seconded to decline sponsoring the Waynesburg University's Homecoming 5K this year. Vote was unanimous.
7. JoAnne Marshall informed the board that only 900 copies of the 2020 Visitor Guide remain in storage after taking 1,000 copies to VisitPittsburgh for distribution. Work needs to begin on the 2022 Visitor Guide to begin distribution in January 2022. Discussion was held to focus more on a feature piece with editorials and sample travel plans. An event calendar will still be included in the guide with dates for the events to be reprinted every year. A story list and ad sales will be presented at the next board meeting for review.

Bylaws (*Don Chappel*)

Nothing to report at this time.

Finance (*Don Chappel*)

1. Kevin Paul made the motion and Don Chappel seconded to hire a Fall 2021 Semester Intern Postion at \$10 per hour for 15 to 20 hours per week. Vote was unanimous.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. A committee meeting will be held immediately following the board meeting to discuss the ShopGreene21 Challenge.
2. #DineGreene21 is continuing and will be wrapping up in the next two weeks. Most restaurants are seeing new customers coming through as a result of the campaign.

Grants (*Nicole Mitchell*)

Nothing to report at this time.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for June 2021 was 56.0%, average daily room rate was \$79.44, the revenue per available room was \$44.47, and the number of rooms sold were 6,382. Hotel stays are uncertain at this time due to the rise in Covid-19 and the oil & gas industry.

Long-Range Strategic Planning (*Kevin Paul*)

Nothing to report at this time.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. JoAnne Marshall presented a list of partnership renewals and growth. Partnership retention has been strong even with Covid-19.
2. The tourism annual partnership meeting still needs to be held this year. A request has been made with the Waynesburg Lions Club to use their amphitheater at the beginning of October for the meeting. JoAnne Marshall presented the idea of organizing Tourism & Hospitality awards to be honored at our annual partnership meeting.

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 4:37 p.m. by a motion from Kevin Paul. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 8 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 – Q3
Wednesday, August 18, 2021**

Date	Invoice #	Vendor	Memo	Account	Amount
05/31/2021	2331	County of Greene General Fund	May Postage	HM	631.12
06/25/2021		1331 Studios	Vector Icons for Map Project	FR	450.00
06/30/2021	2327	County of Greene General Fund	June Cell Phone	HM	42.34
06/30/2021	2329	County of Greene General Fund	June Windstream	HM	15.34
06/30/2021	2330	County of Greene General Fund	June Payroll	HM	3,076.44
06/30/2021	2332	County of Greene General Fund	2021 HSA Contribution	HM	437.50
06/30/2021	2334	County of Greene General Fund	June Copier & Color Copies	HM	259.21
07/26/2021		Laick Design	Online Submission Forms	HM	100.00
07/27/2021	48141	Direct Results	GreeneScene 1/4-page Ad (August 2021)	HM	395.00
07/31/2021	21070019	WANB Radio	July Tourism Radio (WANB-13 spots)	HM	260.00
07/31/2021	21070082	WKVE Radio	July Tourism Radio (WKVE-13 spots)	HM	260.00
07/31/2021	2334	County of Greene General Fund	July Copier & Color Copies	HM	242.71
07/31/2021	2335	County of Greene General Fund	July Payroll	HM	4,367.12
07/31/2021	AMEX-July	County of Greene General Fund	American Express (July 2021)	HM	362.16
08/01/2021	GCT0821P	Pennsylvania On Display	PA Distribution (Aug 2021)	HM	336.00
08/01/2021		CTM Media Group Inc.	Ohio Distribution (August 2021)	HM	250.00
08/02/2021		Laick Design	Disable Right Click Script	HM	50.00
08/10/2021		Colleen Nelson	Map Artwork	FR	300.00

Total \$ 11,834.94

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account