

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, July 14, 2021**

**Present**

Dan Bazzoli, Don Chappel, Ben McMillen, Christy Orndorff, Deneen Rhodes, Adam Stokes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

**Absent**

Derek Garcia, Justin McWilliams, Nicole Mitchell, Kevin Paul, and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:35 p.m.
2. Don Chappel made the motion and Dan Bazzoli seconded to approve the June 9, 2021 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported as of June 30, 2021, the Hotel/Motel Tax Account ending balance is \$109,027.80; the TPA Fundraising Account ending balance is \$38,107.01; and the TPA MMA Savings Account ending balance is \$11,006.18.

**ACCOUNTS PAYABLE**

1. Blair Zimmerman made the motion and Ben McMillen seconded to approve the July 14, 2021 Disbursement Request (Attachment 1) totaling \$2,330.87. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall reported that the Upper Ohio Valley Regional Tourism group will be meeting in Weirton WV on Wednesday, June 21 and a phone call meeting with the Southwestern PA Tourism offices on Friday, June 16. Events are proceeding forward with a few exceptions. The King Coal Show officially canceled their 2021 event.

**COMMITTEE REPORTS**

**Advertising** (*Ben McMillen & Christy Orndorff*)

1. Discussion was held on what the board would like to see in the 2022 marketing packages with VisitPA and VisitPittsburgh. The overall consensus was to obtain a half-page or larger size ad in the printed visitor guides to target older demographics while maintaining a digital presence for younger demographics.
2. Christy Orndorff made the motion and Dan Bazzoli seconded to print 2,500 of the bi-fold rack cards targeting university students through MPB for \$629.00. Vote was unanimous.
3. Ben McMillen made the motion and Dan Bazzoli seconded to advertise in the fall 2021 issue of *Where & When* with a half-page ad for \$990. The package also includes 3-months of web advertising. Vote was unanimous.

**Bylaws** (*Don Chappel*)

*Nothing to report at this time.*

**Finance** (*Don Chappel*)

1. Don Chappel made the motion and Christy Orndorff seconded to approve the January-April 2021 Financial Report (attached). Vote was unanimous.

**Fundraising (Sandy Wilson & Shelley Younken)**

1. Blair Zimmerman made the motion and Don Chappel seconded to print 10,000 of the 30"x20" restaurant brochure through MPB for \$4,225.00. Vote was unanimous.
2. The #DineGreene21 Challenge is progressing with hotel guest and community engagement. A common remark from restaurant owners is that they don't recognize the people coming through their doors.
3. The committee will meet at 5:15pm on Thursday, July 22 to begin planning the retail challenge for the fall and winter. Those interested are welcome to attend.

**Grants (Nicole Mitchell)**

*Nothing to report at this time.*

**Hotel/Motel Tax (JoAnne Marshall)**

1. Hotel occupancy for May 2021 was 48.6%, average daily room rate was \$78.23, the revenue per available room was \$37.99, and the number of rooms sold were 5,721. Hotels are gaining back industry stays along with booking wedding and reunion room rentals on weekends.

**Long-Range Strategic Planning (Kevin Paul)**

*Nothing to report at this time.*

**Partnership (Deneen Rhodes & Shelley Younken)**

1. Dan Bazzoli made the motion and Ben McMillen seconded to approve Revival On Main's partnership to participate in the Wedding Marketing initiative. Vote passed with Blair Zimmerman abstaining.

**OLD BUSINESS**

*Nothing to report at this time.*

**NEW BUSINESS**

*Nothing to report at this time.*

**PUBLIC COMMENT**

1. Blair Zimmerman commented that the Exxon station by Exit 14 would be a good place for visitor guide distribution with the I-79 traffic. He will make a call to Jacobs Petroleum to start the conversation on the possibility.
2. Bret Moore commented that Commissioner McClure would like the Tourism Board to consider a Food Truck Festival.

**ADJOURNMENT**

1. The meeting adjourned at 4:41 p.m. by a motion from Dan Bazzoli and seconded by Christy Orndorff. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 18 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2021 – Q3**  
**Wednesday, July 14, 2021**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
05/31/2021	2326	County of Greene General Fund	May Copier & Color Copies	HM	236.73
06/28/2021	47740	Direct Results	GreeneScene 1/4-page Ad (July 2021)	HM	395.00
06/30/2021	21060023	WANB Radio	June Tourism Radio (WANB-13 spots)	HM	260.00
06/30/2021	21060081	WKVE Radio	June Tourism Radio (WKVE-13 spots)	HM	260.00
06/30/2021	AMEX-June	County of Greene General Fund	American Express (June 2021)	HM	593.14
07/01/2021	GCT0721P	Pennsylvania On Display	PA Distribution (July 2021)	HM	336.00
07/01/2021	INV10-010560	CTM Media Group Inc.	Ohio Distribution (July 2021)	HM	250.00
<b>Total</b>					<b>\$ 2,330.87</b>

**Legend**

HM Hotel/Motel Tax Account  
FR TPA Fundraising Bank Account