

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, March 10, 2021

Present

Dan Bazzoli, Don Chappel, Nicole Mitchell, Christy Orndorff, Kevin Paul, Deneen Rhodes, Sandy Wilson, Shelley Younken and Blair Zimmerman. Staff: JoAnne Marshall. Guests: Bret Moore.

Absent

Derek Garcia, Ben McMillen, Justin McWilliams, and Adam Stokes.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:33 p.m.
2. Don Chappel made the motion and Blair Zimmerman seconded to appoint Deneen Rhodes as board vice-president. Vote was unanimous.
3. Blair Zimmerman made the motion and Christy Orndorff seconded to approve the February 10, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of February 26, 2021, the Hotel/Motel Tax Account ending balance is \$82,539.33; the TPA Fundraising Account ending balance is \$30,985.81; and the TPA MMA Savings Account ending balance is \$11,003.15.

ACCOUNTS PAYABLE

1. Don Chappel made the motion and Dan Bazzoli seconded to change the Community Bank TPA Fundraising Account signatories to JoAnne Marshall, Sandy Wilson, Deneen Rhodes and Kevin Paul. Vote was unanimous.
2. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the March 10, 2021 Disbursement Request (Attachment 1). Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that Facebook had over 44,000 impressions and reached over 30,000 users in February. The website had over 3,500 page views with users utilizing mobile devices instead of desktop computers. Email continues to have higher than industry standards with an average open rate of 21% and a 16% click rate.
2. The Google team training was held as scheduled. Participants agreed to continue working together to improve the county's presence as their time permits. Currently, Miles Media is uploading 100 images that were sent to them from our office.
3. The latest Longwoods International tracking study of American travelers shows that 84% of Americans have travel plans in the next six months. However, only 44% of travelers currently support openings their communities and about half feel safe traveling outside their communities, dining in local restaurants or shopping at local stores. Moreover, 61% continue to modify their travel plans because of Covid-19.
4. The only annual event at this point that has canceled is the Hammer-In at the Foundry and Machine Shop in Rices Landing. The facility cannot support social distancing for that number of people and will be resuming limited Sunday tours by pre purchased tickets.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. The board reviewed an advertising proposal from *Where & When* and is declining to purchase anything at this time.
2. The board reviewed an advertising proposal from the *Observer-Reporter* for KidsFest and is declining to purchase anything at this time.
3. Christy presented an update on the Wedding Marketing campaign. The committee met with the targeted partners and those interested in participating in the campaign on Tuesday, March 10. The meeting went well and there are so many beautiful opportunities in Greene County for intimate weddings. There are also possibilities of other initiatives that may evolve from the initial campaign.

Bylaws (*Don Chappel*)

Nothing to report at this time.

Finance (*Don Chappel*)

1. Don Chappel reported that ultimately, we did not pursue the Paycheck Protection Program. We would have been eligible for a \$21,000 loan, but only \$3,500 would have been forgiven due to the staff reduction.
2. The 2020 financial report will be presented in April.
3. 2021 is on track for the first four months although only January's hotel tax has been reported at this time.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. There is a meeting following the board meeting for anyone interested.

Grants (*Nicole Mitchell*)

1. Kevin Paul made the motion and Shelley Younken seconded to approve the final advertising grant disbursement of \$375 to Waynesburg Prosperous & Beautiful for their Website Upgrade. Vote was unanimous.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for January 2021 was 33.8%, average daily room rate was \$77.05, the revenue per available room was \$26.07, and the number of rooms sold were 3,985. Revenue for the hotels was 88% of January 2020's revenue.
2. The hotel tax increase went into effect on February 1. The short notification sent to the hotels resulted in several unable to increase the tax on rooms sold through online platforms such as Expedia as they require a 30-day notice.

Long-Range Strategic Planning (*Kevin Paul*)

Nothing to report at this time.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. Deneen Rhodes and Shelley Younken will assist JoAnne Marshall to chair the Partnership Committee.
2. JoAnne Marshall shared that to date, we have 52 renewals that consist of 24 maintaining their payment level, 21 upgrades and 7 downgrades. Three have canceled or merged with another partnership. 69 have not responded with an email remainder to go out later this week.

OLD BUSINESS

1. All restaurants were mailed information about their free opportunity to be listed on the Restaurant & Attraction Map Brochure. An email went out on Monday and follow up conversations need to be held. A short discussion will be held following the meeting to discuss the next steps.
2. Don Chappel mentioned that the Greene River Trail brochure was impressive and all involved did a good job. Replicas of the signs were available for those attending the meeting and will be available to be on display at various events, schools and locations.

NEW BUSINESS

1. Blair Zimmerman mentioned that the Commissioners, Tourism, Emergency Management and Planning & Development met with Tim Cotter from High Point Raceway/Racer Productions two weeks ago. The meeting was an opportunity to begin the discussions on seeking grant funding for capital projects, emergency services during events, additional event opportunities and any additional issues.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:24 p.m. by a motion from Don Chappel and seconded by Shelley Younken. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, April 14 at 3:30 p.m.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q1
Wednesday, March 10, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
12/31/2020	2305	County of Greene General Fund	4th Quarter Administration	HM	710.75
12/31/2020	AMEX-Dec	County of Greene General Fund	GoDaddy: Website Renewal (3-Year)	HM	539.64
01/31/2021	2302	County of Greene General Fund	January Windstream	HM	16.30
02/01/2021	2299	County of Greene General Fund	February Copier & Color Copies	HM	235.40
02/01/2021	2300	County of Greene General Fund	February Cell Phone	HM	42.33
02/28/2021	2303	County of Greene General Fund	February Windstream	HM	17.28
02/28/2021	2304	County of Greene General Fund	February Payroll	HM	3,147.17
02/28/2021	AMEX-February	County of Greene General Fund	American Express (February 2021)	HM	371.16
03/01/2021	2298	County of Greene General Fund	March Avaya	HM	14.78
03/01/2021	47871	Miles Media Group, LLLP	2021 VisitPA Advertising	HM	3,411.46
03/01/2021	GCTPA0321P	Pennsylvania On Display	PA Distribution (March 2021)	HM	336.00
03/01/2021	INV 10-007841	CTM Media Group Inc.	Ohio Distribution (March 2021)	HM	250.00
03/01/2021	INV101	VisitPITTSBURGH	2021 Pittsburgh Visitors Guide - 1/4 Page Ad	HM	2,500.00

TOTAL REQUESTED THIS REPORT \$ 11,592.27

Minutes submitted by JoAnne Marshall, Tourism Director.