

3Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 12, 2021

Present

Dan Bazzoli, Christy Orndorff, Kevin Paul, Deneen Rhodes, Adam Stokes, Sandy Wilson, Shelley Younken and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

Absent

Don Chappel, Derek Garcia, Ben McMillen, Justin McWilliams, and Nicole Mitchell.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32 p.m.
2. Kevin Paul made the motion and Dan Bazzoli seconded to approve the April 14, 2021 meeting minutes with a correction on the April Disbursement to change Invoice #2292/2311 to \$1.04 owed instead of \$43.33. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of April 30, 2021, the Hotel/Motel Tax Account ending balance is \$89,825.41; the TPA Fundraising Account ending balance is \$36,449.47; and the TPA MMA Savings Account ending balance is \$11,004.91.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Dan Bazzoli seconded to approve the May 12, 2021 Disbursement Request (Attachment 1). Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that the Governor is lifting Covid-19 mitigation efforts related to gatherings, restaurants, and other businesses effective Monday, May 31, 2021 at 12:01am except for the masking order. Effective Monday, May 17, the Governor is also increasing event and gathering maximum occupancy limits to 50% indoor and 75% outdoor. The Department of Health recommends Pennsylvanians refer to CDC guidance regarding ongoing Covid-19 safety measures and procedures.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. JoAnne Marshall shared that the webpage for the Intimate Wedding Marketing campaign is up and running. Facebook and Google Ads are also running and will be re-evaluated in the next few weeks.
2. The VisitPITTSBURGH official guide and Pennsylvania Travel Guide were shared with our ads displayed. Digital campaigns had over 54,000 impressions on Facebook in April 2021 reaching over 43,000 users and engaging over 3,000 users. The website had over 1,000 users viewing a total of 3,500 pages during April with the highest volume of traffic on the events page and the home page.
3. Kevin Paul made the motion and Shelley seconded to approve the purchase of six Tourism radio spots on WANB and WKVE from mid-May through October at the cost of \$120 per week. Vote was unanimous.
4. The Google Maps directory plugin was installed and is functional. Each listing will be reviewed over the next few weeks for accuracy. The plugin adds an additional value to each partnership listing as it allows visitors to view the location on Google Maps and obtain directions.

Bylaws (*Don Chappel*)

Nothing to report at this time.

Finance (*Don Chappel*)

Nothing to report at this time.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. Dan Bazzoli made the motion and Kevin Paul seconded to approve the purchase of map artwork from Colleen Nelson for \$300 for the restaurant brochure. Vote was unanimous.
2. Blair Zimmerman made the motion and Kevin Paul seconded to approve the projected expenses of \$5,597 to \$5,822 for the #DineGreene21 Challenge. Vote was unanimous.
 - a. Advertising expenses include a ¼ page ad in the GreeneScene three times at \$395 per issue, \$350 towards social media boosting, \$619 to \$699 on rack cards.
 - b. Campaign material expenses include \$384 for a 1-year subscription to Woobox user generated collection, restaurant decals for \$715, restaurant table tents for \$261 to \$362, restaurant counter top displays from \$393 to \$437, and the purchase of \$25 gift cards from each participating restaurant.
 - c. The Winning Package includes \$495 in radio ads on WANB/WKVE, ¼ page ad in the GreeneScene Community Magazine for \$395, Tourism 2022 partnership, Tourism monthly e-blast promotion, and a ¼ page ad in the 2022 Visitor Guide.
 - d. Sponsorships are currently being solicited at \$200 each to help offset the expenses listed above. Current sponsors include Community Bank, Hilltop Backpacks, McMillen Photography, Greene County Chamber of Commerce, and Greene County Industrial Development INC.

Grants (*Nicole Mitchell*)

Nothing to report at this time.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for March 2021 was 38%, average daily room rate was \$74.57, the revenue per available room was \$28.36, and the number of rooms sold were 4,480. February 2021 tax revenue with the 5% tax rate for the hotels was higher compared to revenue in February 2020, but still less than February 2019.

Long-Range Strategic Planning (*Kevin Paul*)

Nothing to report at this time.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. Partnership renewals are still ongoing. Shelley Younken obtained 8 new partnerships through the recruitment of participants for the #DineGreene21 challenge.

OLD BUSINESS

1. JoAnne Marshall reported that we received a proclamation from the Greene County Commissioners with Sandy Wilson, Deneen Rhodes and Kevin Paul in attendance. Tourism will continue to highlight summer and fall events and attractions throughout the month as the state is reopening.
2. Blair Zimmerman touched base on the Wisecarver project that is expected to break ground this summer. It will include a trail around the lake that is ADA compliant along with additional trails added. At first, one ball field will be built with a kayak launch and parking lot. Ultimately there will be three ball fields and five fishing sites.

NEW BUSINESS

1. Discussion was held on generating a marketing piece geared specifically towards the University students and their families. Each year, Tourism supplies 400 Visitor Guides for the incoming freshman welcome packets. The board is in agreement to target this specific market and a poll will be sent out to compile a list of top places in Greene County for students to visit.
2. Dan Bazzoli commented that while he is at the pickleball courts, a number of people are stopping to visit the Greene County Veterans Memorial Park. There is also a large number of visitors coming down to utilize the pickleball courts. He suggested that we capitalize on the number of people coming through and look into a display board that promotes places that people can eat to generate additional revenue into the county.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:39 p.m. by a motion from Kevin Paul and seconded by Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, June 9 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q2
Wednesday, May 12, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2021	1Q Sales Tax	County of Greene General Fund	1st Quarter Sales Tax	FR	0.56
04/01/2021	2318	County of Greene General Fund	April Copier & Color Copies	HM	255.32
04/14/2021	2316	County of Greene General Fund	April Windstream	HM	17.17
04/26/2021		Laick Design	Domain Name Renewal (1-year, gogreenecounty.com)	HM	25.00
04/30/2021	2319	County of Greene General Fund	April Payroll	HM	3,085.82
04/30/2021	2320	County of Greene General Fund	April Postage	HM	766.09
04/30/2021	2321	County of Greene General Fund	April Cell Phone	HM	41.34
04/30/2021	AMEX-April	County of Greene General Fund	American Express (April 2021)	HM	364.45
05/01/2021	17255	PA Restaurant & Lodging Association	PRLA DMO Dues (7/2021-6/2022)	HM	898.56
05/01/2021	GCT0521P	Pennsylvania On Display	PA Distribution (May 2021)	HM	336.00
05/01/2021	INV10-008988	CTM Media Group Inc.	Ohio Distribution (May 2021)	HM	250.00
05/10/2021		Laick Design	Google Maps Plugin	HM	50.00
06/01/2021	2317	County of Greene General Fund	June Avaya	HM	14.78

TOTAL REQUESTED THIS REPORT \$ 6,105.09

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account