

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, June 12, 2019

Present: Ann Bargerstock, Courtney Hursey, Nicole Mitchell, Justin McWilliams, Lauren Stauffer, Adam Stokes, and Lorinda Trovato. Staff: JoAnne Marshall and Tanner McKnight.

Absent: Ben McMillen, Deneen Rhodes, Shelley Younken, Sandy Wilson, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. The meeting was called to order at 3:33 p.m. in the 2nd floor conference room of the County Building.
2. Nicole made a motion and Lauren seconded to approve the May 8, 2019 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of May 31, the Hotel/Motel 3% Tax bank account ending balance is \$131,156.68; the TPA Fundraising Account ending balance is \$43,102.24; and the TPA MMA Savings Account ending balance is \$10,977.47.

ACCOUNTS PAYABLE:

1. Lauren made a motion to approve the June Disbursement Request sheet (attached) and Nicole seconded. The vote was unanimous.

DIRECTOR MONTHLY REPORT:

- The Controller's Office conducted a quarterly audit on May 30 of our merchandise inventory, petty cash and bank deposits. All was in order and further review is not needed.
- JoAnne presented an update on the events over the past month including that SWPA HauntedCon has already confirmed the date for next year with a multi-day conference. All events were well attended overall, with some better attended than previous years. The Cruisin' the Museum had a huge impact on their first year with 88 cars registered.
- A dedication ceremony for Umbrellas Over Rain Day will be held on the Courthouse steps at 11 a.m. on Saturday, July 20. Tourism is invited to attend.

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- Tourism will set up at the Whiskey Rebellion Festival, First Fridays and Corks & Kegs in Washington this summer. An informational booth will also be set-up at the Rain Day Festival, but the emphasis will be made to invite people into the office and see everything we offer.
- JoAnne will be presenting the next two Greene County Chamber of Commerce's "Lunch and Learn" programs. July 11 will be *Social Media Platforms "Which One is Right for You"* and August 22 will be *What Does Your Brand Say? "Put Your Best Foot Forward."*
- The Upper Mon River maps are available that the Tourism Office.
- Instagram and the monthly e-mail have been launched. So far, both seem to be expanding and improving.
- High Point Raceway is on Saturday, June 14 and announcements of fun facts about Greene County will be announced throughout the day – along with a possibility of coverage on NBC. The live portion of NBC will be at 3 p.m.

COMMITTEE REPORTS:

Advertising & Promotion:

Justin made the motion and Courtney seconded to purchase the following advertisements:

1. Full-page in the King Coal Show Program Guide for \$150.
2. 2020 package from Miles Partnership for VisitPA that includes a half-page ad in the Happy Traveler Guide, 3-month Lead program, 80,000 rectangle banner ads on www.visitpa.com, and the renewal of the 1-year custom content article for \$9,760.

The Board reviewed the CTM Media Group's "Amish Country Visitor Fun Map" with our ad. The ad is part of the Ohio Amish Distribution package.

The Tourism Office has developed a Greene County Water Park/Lions Club Park brochure specifically for distribution at the I-79 Welcome Center. The Greene County Veterans Memorial Park brochure was also developed for the Greene County Salute to Veterans committee.

Bylaws: *Nothing at this time.*

Finance: The 1st Quarter of 2019 report will be reviewed at the July board meeting. The report for the March revenue was received hours prior to the meeting.

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Fundraising: The VIP Mystery Tour is rescheduled for Sunday, September 8 due to low ticket sales and also the conflict of the 100th Birthday Celebration for Keith Wise. Any board member that would like to help plan the tour is welcome to contact JoAnne. Discussion was also held to give each tour participant a Covered Bridge Puzzle.

Grants: Lauren made the motion and Lorinda seconded to approve the final disbursement of \$375 to Greene County United Way for the Greene Cuisine's advertising and promotion grant.

Ann presented that due to the inability to complete the Bathroom Renovation project at this time, Skyview Drive-In will be returning their 2018 capital development and improvements grant with their thanks and appreciation to the Tourism Board. They will be re-eligible to apply in the future.

Hotel/Motel Tax: Hotel occupancy for April 2019 was 71.1% with an average daily room rate of \$79.20 and revenue per available room at \$56.75.

Long-Range/Strategic Planning: *Nothing at this time.*

Partnership: Eva K. Bowlby Public Library joined as a partner of Tourism.

OLD BUSINESS:

1. The Tourism Quarterly Meeting held on Wednesday, May 15 at Greene County United Way was very informative and those in attendance had a good time. However, attendance was low. For the upcoming quarterly meeting on Thursday, August 29 at Thistlethwaite Vineyards, we will continue to reach out to partners via email and look at creating a private Facebook event.
2. The Regional Tourism Meeting will be held in Greene County on Thursday, July 25 at 11 a.m. Board members are encouraged to attend.

NEW BUSINESS:

1. Albie Rinehart recently approached the Commissioners' Office about a previous feasibility study for a road sign system in Greene County that began in 1996 and had lost the funding for the project. The project consists of way-finder signs throughout the county to help promote Greene County assets and facilitate safe and efficient traffic circulation to the assets. The Tourism Office was given the study for consideration of pursuing the project. After discussion, the board decided that it would be good to inquire into if the project further to see if it is still feasible with PennDOT and where funding sources could be obtained.
2. Lauren made the motion and Courtney seconded to be a bronze sponsor of Waynesburg University's Homecoming 5K for \$150. Sponsors will be printed on the back of the t-shirt and also be announced during half-time activities.
3. The board reviewed mock-ups of various window vinyl installations for the top of the office windows. After discussion, it was decided to pursue three different photographs and JoAnne will send the new mock-up for review by all board members.
4. Tanner McKnight and Jane Adams are working on a proposal for a float to participate in the Jacktown Fair parade. Their idea is to build a Covered Bridge that can be installed on a truck bed at the parade site. Comments from the board included looking into a trailer instead of a truck bed and working with our partners to see if we can rent a trailer.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 5:05 p.m. by a motion from Nicole and seconded by Lorinda. The next meeting will be Wednesday, July 10 at 3:30 p.m. in the 2nd Floor Conference Room of the County Building.

Minutes submitted by JoAnne Marshall.

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Revised
1:55 PM
6/12/2019

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Disbursement Request - FY 2019 - Q2
June 12, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
03/11/2019	AMEX - Retreat	County of Greene General Fund	DMO Retreat Registration	X			295.00
04/05/2019	AMEX - UPS	County of Greene General Fund	Visitor Guide - Shipping to TPAs	X			5.80
05/04/2019	64000182	Ogden Publications, Inc.	Laurel Highlands Magazine - Fall Page Ad (Summer 2019)	X			1,665.00
05/09/2019	AMEX - Adobe	County of Greene General Fund	Adobe Creative Cloud - 1 Year	X			635.87
05/15/2019	#1, 2019	Special Events Commission	Rain Day Flag	X			50.00
05/17/2019	075673	Where & When	Where & When - Half Page Ad (Summer 2019 Edition)	X			1,355.00
05/17/2019	2136	County of Greene General Fund	May Windstream	X			17.83
05/21/2019	TravelEx - Adams	County of Greene General Fund	Travel Expenses - D. Adams	X			89.78
05/24/2019	073157	County of Greene General Fund	Travel Expenses - D. Adams (March-May Mileage)	X			124.93
05/24/2019	073170	County of Greene General Fund	Travel Expenses - Marshall (March-May Mileage)	X			182.64
05/24/2019	2139	County of Greene General Fund	May Payroll	X			4,394.03
05/31/2019	174210	Observer Publishing Company	South Hills Living Ad, Food Truck Festival & First Friday Vendor		X		1,106.91
05/31/2019	2142	County of Greene General Fund	HSA - Adams	X			1,500.00
05/31/2019	24607	Pittsburgh Post-Gazette	2019 Digital Campaign (May)	X			500.00
05/31/2019		King Coal Association, Inc.	King Coal Program - Full Page Ad	X			150.00
05/31/2019		Shelly Brown	Recording of Tourism Radio Minute (May & June)	X			150.00
06/01/2019	01S-180239	CTM Media Group Inc.	Ohio Amish Country Distribution (June)	X			482.50
06/01/2019	2137	County of Greene General Fund	June Avaya	X			14.78
06/01/2019	2138	County of Greene General Fund	June Copier	X			337.49
06/01/2019	GCTPA-0619P	Pennsylvania On Display	PA Brochure Distribution (June)	X			336.00
06/05/2019	1002481	The Herald	Valley Voices Magazine - Half Page Ad (July 2019)	X			750.00
06/05/2019	2140	County of Greene General Fund	1st Quarter Administration	X			283.42
06/07/2019	Walmart	Sarn's Club/Synchrony Bank	8-Foot Tables	X			130.00
06/11/2019	2141	County of Greene General Fund	May Postage	X			417.16
06/12/2019	Facebook	JoAnne E Marshall	Petty Cash - Reimburse Receipts	X			46.69
06/12/2019	Facebook	JoAnne E Marshall	Facebook Advertising (5/1/19-6/11/19)	X			114.94

TOTAL REQUESTED THIS REPORT \$ 15,135.77

Compiled by:
Payment Authorized by:
Payment Authorized by:

Shelly Maschauer
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HM= Hotel/Motel Tax Account
FR= TPA Fundraising Account
MM= TPA Money Market Account

Date: 6/10/19
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Date: 6/12/19

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