

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, July 13, 2022**

**Present**

Dan Bazzoli, Don Chappel, Casey Durdines, Courtney Hursey, Liz Menhart, and Deneen Rhodes. Staff: JoAnne Marshall. Guest: Bret Moore.

**Absent**

Jared Bennett, Derek Garcia, Ben McMillen, Christy Orndorff, Kevin Paul, Shelley Younken, and Blair Zimmerman.

**Quorum Present?**        Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:36 p.m.
2. Don Chappel made the motion and Casey Durdines seconded to approve the June 8, 2022 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balances as of June 30, 2022 were: Hotel/Motel Tax account at \$206,094.25; TPA Fundraising at \$32,266.04; and TPA Money Marketing Savings Account at \$11,011.68.

**ACCOUNTS PAYABLE**

1. Courtney Hursey made the motion and Casey Durdines seconded to approve the July 13, 2022 Disbursement Request (Attachment 1) totaling \$14,790.54. Vote was unanimous.

**DIRECTOR REPORT**

1. The Domestic Violence Services of Southwestern PA is holding a walking history tour of Waynesburg on Wednesday, July 27, 2022 at 6:30pm. The Fort Jackson Building and Tourism will be one of the stops. The event is free and board members are welcome to attend.

**COMMITTEE REPORTS**

**Finance**

1. Don Chappel made the motion and Courtney Hursey seconded to use Stamps.com for postage services. The monthly fee is \$17.99 with the first three months free. Vote passed with Casey Durdines opposed.
2. JoAnne Marshall reported that due to the increase usage of the credit card with digital marketing and postage, she requested for a raise in the card's limit. It was raised to \$3,500.

**Advertising**

1. Liz Menhart made the motion and Dan Bazzoli seconded to approve the video production proposal of \$1,250 by Sparks Productions for the VisitPA co-op program. Vote was unanimous.
2. Courtney Hursey made the motion and Dan Bazzoli seconded to acquire the Gold Package for \$8,662.50 plus the Custom Content Article Renewal for \$1,995 and three additional E-newsletters ads for \$2,550 if grant funding is still available from the state. If grant funding is unavailable, the purchase will be for the Silver Package and add-ons below. Vote was unanimous.
  - a. The Silver Package is \$5,337.50 with the Custom Content Article Renewal for \$1,995, three additional E-newsletters ads for \$2,550, and one quarter of Online Leads for \$2,000.
3. Don Chappel made the motion and Dan Bazzoli seconded to purchase a full-page ad for \$250 in the Greene County Chamber of Commerce's 2022-23 Member Directory and a full-page ad for

\$150 in the King Coal Association's program book. Vote passed with Deneen Rhodes and Casey Durdines abstaining.

4. Courtney Hursey made the motion and Casey Durdines seconded to purchase a \$3,950 two-spread package from Travel Taste + Tour. Vote was unanimous.

#### **Fundraising**

1. JoAnne Marshall shared that progress on the digital pass and #DineGreene21 was postponed due to time constraints. #DineGreene21 will be launched for a fall timeline. The digital pass will be re-imagined to work directly with Waynesburg University students. Discussion was held on various prize possibilities to encourage participation on the pass.

#### **Hotel/Motel Tax**

1. Hotel occupancy for May 2022 was 55.0%, average daily room rate was \$87.12, the revenue per available room was \$47.95, and the number of rooms sold were 6,484.

#### **Long-Range Planning**

1. Nothing to report at this time.

#### **Partnership**

1. Liz Menhart made the motion and Dan Bazzoli seconded to approve the addition of a complimentary package to our partnership program. Vote was unanimous.

#### **OLD BUSINESS**

1. Nothing to report at this time.

#### **NEW BUSINESS**

1. JoAnne Marshall shared a presentation about America250PA with their current programs and goals.

#### **PUBLIC COMMENT**

1. No public comment was made.

#### **ADJOURNMENT**

1. The meeting adjourned at 5:05 p.m. by a motion from Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 17 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

## Disbursement Request - FY 2022 - Q3

Wednesday, July 13, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
04/30/2022	2403	County of Greene General Fund	April Windstream	HM	16.39
04/30/2022	2406	County of Greene General Fund	April Copier & Color Copies	HM	245.24
05/31/2022	2404	County of Greene General Fund	May Cell Phone	HM	42.19
05/31/2022	2405	County of Greene General Fund	May Payroll	HM	4,141.68
05/31/2022	2407	County of Greene General Fund	May Windstream	HM	15.78
05/31/2022	2408	County of Greene General Fund	May Postage	HM	1,270.67
06/13/2022	12695	New South Media, Inc.	WV Living (Summer 2022) - Full Page Ad	HM	1,700.00
06/15/2022	66265	Miles Media Group, LLLP	VisitPA E-Newsletter Ad (June 2022)	HM	850.00
06/22/2022	088386	County of Greene General Fund	Travel Expenses (Marshall): 5/10- 6/22 @ 32.80 miles	HM	19.19
06/22/2022	088415	County of Greene General Fund	Travel Expenses (Cain): 6/22-6/22 @ 4.9 miles	HM	5.73
06/28/2022		United States Postal Service	Stamps for Visitor Guides (200 qty)	FR	400.00
06/28/2022		United States Postal Service	Stamps for Visitor Guides (400 qty)	FR	800.00
06/30/2022	2409	County of Greene General Fund	June Cell Phone	HM	42.19
06/30/2022	AMEX-June	County of Greene General Fund	American Express (June 2022)	HM	1,914.92
06/30/2022	Q2 Admin	County of Greene General Fund	2nd Quarter Administration	HM	1,405.97
06/30/2022	2206001	WANB Radio	June Tourism Radio (WANB-13 spots)	HM	260.00
06/30/2022	22060071	WKVE Radio	June Tourism Radio (WKVE-17 spots)	HM	340.00
07/01/2022	GCTPA0722P	Pennsylvania On Display	PA Distribution (July 2022)	HM	336.00
07/01/2022	INV 10- 018071	CTM Media Group Inc.	Ohio Distribution (July 2022)	HM	324.59
07/05/2022		United States Postal Service	Stamps for Visitor Guides (80 qty)	FR	160.00
07/06/2022	2	Paige Livingston	Brady's Roadhouse Video	HM	300.00
07/07/2022	1001	Steve Barrett	Stories: Jacktown Fair & Rain Day	HM	200.00
<b>Total</b>					<b>\$14,790.54</b>

### Legend

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account