

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, June 8, 2022

Present

Dan Bazzoli, Don Chappel, Casey Durdines, Ben McMillen, Liz Menhart, Kevin Paul, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

Absent

Jared Bennett, Derek Garcia, Courtney Hursey, Christy Orndorff, Deneen Rhodes, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:34 p.m.
2. Blair Zimmerman made the motion and Casey Durdines seconded to approve the May 11, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of May 31, 2022 were: Hotel/Motel Tax account at \$185,653.32; TPA Fundraising at \$31,861.04; and TPA Money Marketing Savings Account at \$11,011.23.

ACCOUNTS PAYABLE

1. Casey Durdines made the motion and Dan Bazzoli seconded to approve the June 8, 2022 Disbursement Request (Attachment 1) totaling \$12,011.40. Vote was unanimous.

DIRECTOR REPORT

1. Interns in the office have been working on a variety of projects including the radio scripts, blogs and research projects, including Covered Bridges and Civil War.

COMMITTEE REPORTS

Advertising

1. JoAnne Marshall shared that ad copy has been sent out to various publications as agreed in previous meetings. A 15-second video still needs to be produced for the VisitPA Co-Op.

Finance

1. Blair Zimmerman made the motion and Don Chappel seconded to approve the 2021 Financial Report (Attachment 2). Vote was unanimous.

Fundraising

1. JoAnne Marshall shared she is currently working on #DineGreene and the Restaurant Digital Pass.

Hotel/Motel Tax

1. Hotel occupancy for April 2022 was 51.9%, average daily room rate was \$85.72, the revenue per available room was \$44.49, and the number of rooms sold were 5,916.
2. Blair Zimmerman shared that Pennsylvania counties were sharing how to collect delinquent payments through the County Commissioners Association of Pennsylvania (CCAP).

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. JoAnne Marshall shared that the America250PA Commission visited Greene County on Tuesday, June 7 to take a photo with the Commissioners in formal recognition of Greene County adopting a resolution supporting America250PA. A presentation will be shared at the next board meeting to cover the objectives and current programs with America250PA.
 - a. Don Chappel made the motion and Casey Durdines seconded to become a Non-Profit Affiliate of America250PA for \$250. Vote was unanimous.

PUBLIC COMMENT

1. No public comment was made.

ADJOURNMENT

1. The meeting adjourned at 4:07 p.m. by a motion from Blair Zimmerman and seconded by Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, July 13 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Profit & Loss Budget vs. Actual
January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
43310 · County Personnel Contribution	13,727.53	16,669.83	(2,942.30)	82.35%
43110 · Hotel/Motel Tax	183,096.19	120,000.00	63,096.19	152.58%
43115 · Charges for Services				
Advertising Sales				
Email Marketing	1,150.00	0.00	1,150.00	100.0%
Co-Op Advertising Sales	1,650.00	2,000.00	(350.00)	82.5%
Visitor Guide Ad Sales	4,175.00	4,000.00	175.00	104.38%
Total Advertising Sales	6,975.00	6,000.00	975.00	116.25%
Inventory Sales	414.05	0.00	414.05	100.0%
Partnership Dues	6,200.00	5,000.00	1,200.00	124.0%
Print & Copy	0.00	0.00	-	0.0%
Sponsorship	800.00	0.00	800.00	100.0%
Total 43115 · Charges for Services	14,389.05	11,000.00	3,389.05	130.81%
43120 · Grant Funding				
Community Foundation	2,000.00	2,000.00	-	100.0%
American Rescue Plan	14,500.00	0.00	14,500.00	100.0%
Total 43120 · Grant Funding	16,500.00	2,000.00	14,500.00	825.0%
43205 · Interest Income	148.67	130.00	18.67	114.36%
48900 · Shipping and Delivery Income	25.80	0.00	25.80	100.0%
2020 Balance	250.00	0.00	250.00	100.0%
Total Income	228,137.24	149,799.83	78,337.41	152.3%
Gross Profit	228,137.24	149,799.83	78,337.41	152.3%

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Profit & Loss Budget vs. Actual
January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget	% of Budget
Expense				
Personnel/Payroll				
61105 · Salaries & Wages	43,644.03	45,765.17	(2,121.14)	95.37%
61205 · Medical Coverage	9,779.93	9,567.44	212.49	102.22%
61210 · Workers Comp.	73.29	89.00	(15.71)	82.35%
61215 · Unemployment Comp.	357.53	640.00	(282.47)	55.86%
61221 · Social Security Tax	2,571.55	2,700.00	(128.45)	95.24%
61222 · Medicare Tax	601.42	820.00	(218.58)	73.34%
61225 · Life Insurance	81.20	84.00	(2.80)	96.67%
61230 · Retirement	1,648.46	5,500.00	(3,851.54)	29.97%
Total Personnel/Payroll	58,757.41	65,165.61	(6,408.20)	90.17%
Services				
62205 · Local Service	802.25	900.00	(97.75)	89.14%
62305 · Postage/Shipping	5,145.61	8,700.00	(3,554.39)	59.15%
62310 · Advertising				
Print				
GreeneScene / Direct Results	0.00	0.00	-	0.0%
New South Media - WV Living	5,100.00	5,100.00	-	100.0%
VisitPA	3,150.00	3,150.00	-	100.0%
VisitPittsburgh	2,500.00	2,500.00	-	100.0%
Where & When	990.00	1,100.00	(110.00)	90.0%
Misc. Print	1,500.00	0.00	1,500.00	100.0%
Total Print	13,240.00	11,850.00	1,390.00	111.73%
Digital				
Email Marketing	696.58	1,000.00	(303.42)	69.66%
Social Media Advertising	1,556.76	3,796.08	(2,239.32)	41.01%
Web Advertising	188.59	2,000.00	(1,811.41)	9.43%
www.VisitPA.com	8,021.88	8,500.00	(478.12)	94.38%
Website Hosting	826.18	1,000.00	(173.82)	82.62%
Photo/Video Production	100.00	2,500.00	(2,400.00)	4.0%
Total Digital	11,389.99	18,796.08	(7,406.09)	60.6%
TV / Radio				
WANB Radio	2,760.00	4,040.00	(1,280.00)	68.32%
Total TV / Radio	2,760.00	4,040.00	(1,280.00)	68.32%
Promotional Challenges	11,422.30	10,000.00	1,422.30	114.22%
Visitor Guide	400.00	18,000.00	(17,600.00)	2.22%
Vendor Fees	50.00	0.00	50.00	100.0%
Distribution Program	7,032.00	7,032.00	-	100.0%
Total 62310 · Advertising	46,294.29	69,718.08	(23,423.79)	66.4%

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January through December 2021

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62405 · Travel Expenses/Mileage	0.00	1,000.00	(1,000.00)	0.0%
62605 · Dues & Subscriptions	3,373.91	3,400.00	(26.09)	99.23%
62610 · Printing & Reproduction	3,107.34	4,500.00	(1,392.66)	69.05%
62615 · Employee Development/Conference	385.24	1,300.00	(914.76)	29.63%
62735 · Other Professional Services	754.27	1,240.00	(485.73)	60.83%
62740 · Partnership Meetings	1,651.96	3,500.00	(1,848.04)	47.2%
Total Services	61,514.87	94,258.08	(32,743.21)	65.26%
Materials & Supplies				
63105 · Supplies	517.34	0.00	517.34	100.0%
Total Materials & Supplies	517.34	0.00	517.34	100.0%
64105 · Grant Projects				
Bandwango/Digital Pass	14,500.00	0.00	14,500.00	100.0%
Community Foundation	750.00	6,000.00	(5,250.00)	12.5%
Total 64105 · Grant Projects	15,250.00	6,000.00	9,250.00	254.17%
Indirect Expenses				
65115 · Indirect Administration	2,871.38	2,800.00	71.38	102.55%
Total Indirect Expenses	2,871.38	2,800.00	71.38	102.55%
62810 · Miscellaneous Service Expenses				
PA Sales Tax	5.03	0.00	5.03	100.0%
Square (Credit Card) Fees	34.86	0.00	34.86	100.0%
Total 62810 · Miscellaneous Service Expenses	39.89	0.00	39.89	100.0%
Balance to Carry Over				
Grant Projects Carried over to 2022	5,250.00	0.00	5,250.00	100.0%
Advertising Projects Carried over to 2022	40,000.00	0.00	40,000.00	100.0%
Total Balance to Carry Over	45,250.00	0.00	45,250.00	100.0%
Total Expense	184,200.89	168,223.69	15,977.20	109.5%
Net Ordinary Income	43,936.35	(18,423.86)	62,360.21	(238.48%)
Net Income	43,936.35	(18,423.86)	62,360.21	(238.48%)