

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 11, 2022

Present

Dan Bazzoli, Don Chappel, Casey Durdines, Courtney Hursey, Ben McMillen, Liz Menhart, Kevin Paul, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall, Jesse Cain, and Abigail Phillips. Guest: Bret Moore.

Absent

Jared Bennett, Derek Garcia, Christy Orndorff, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:34 p.m.
2. Kevin Paul made the motion and Don Chappel seconded to approve the April 13, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported the ending balance for the Hotel/Motel Tax account at \$179,600.85 as of April 29, 2022. The TPA Fundraising and TPA Money Marketing Savings accounts were not received prior to the meeting.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Deneen Rhodes seconded to approve the May 11, 2022 Disbursement Request (Attachment 1) totaling \$15,428.69. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that Emma Herle's last day with us was Friday, April 29th, but she is interested in continuing videography freelance opportunities with us. Abigail Phillips and Jesse Cain are our two summer interns and have already been at work learning and preparing content.
2. The Hammer-In Festival was well attended despite the weather and the re-dedication ceremony went well. Dan Bazzoli was also in attendance and shared that the Machine Shop was an incredible historical asset for our county.
3. The Mon Valley Trailblazers are creating a walking tour of Waynesburg for the American Volkssport Association using Waynesburg Prosperous & Beautiful's historic walking tour as a template. They are tentatively scheduling a walking event for the September 10 to coincide with 50s Fest.
4. Tourism Week at the Welcome Centers was a good opportunity to reconnect with the staff at both the I70 Welcome Center and I79 Welcome Center. The I79 Welcome Center is in need of updated graphics to highlight Greene County. Liz Menhart, Casey Durdines, and Blair Zimmerman also were able to attend the Proclamation presented by the Greene County Commissioners.

COMMITTEE REPORTS

Advertising

1. Liz Menhart made the motion and Kevin Paul seconded to hold the Tourism Minute radio spots through Broadcast Communications during the 8am hour on Mondays, Wednesdays and Fridays on WANB Radio and during the 7am and 5pm hours on Tuesday and Thursdays on WKVE. The radio spots will run from May 16 to October 28 at \$20 per spot for a total of \$3,360. Vote was unanimous.

2. Blair Zimmerman made the motion and Courtney Hursey seconded to acquire Package 2B through the VisitPA Cooperative Marketing Program for 3 months at \$3,000 per month with VisitPA contributing an additional \$7,000 per month. The package includes online video and google responsive display ads. Vote was unanimous.
3. Courtney Hursey made the motion and Dan Bazzoli seconded to acquire the Page 3 ad of the Dominion Post's Guide to Summer at \$1,250. If the spot is already reserved, either the Back Page or a full-page ad would be substituted. Vote was unanimous.
4. JoAnne Marshall shared that the 2022 Official Visitor Guides have been received and over 12,000 have been distributed to our PA distribution program, Pittsburgh's distribution program, and by direct request. Requests will continue to be fulfilled.
5. JoAnne Marshall reported that the Car Show Brochure is at the printer and anticipated to arrive within the next week. The request list currently stands at 850 addresses. To expedite the timeline, nine rolls of stamps will be obtained and brochures will be sent out immediately.
6. Don Chappel made the motion and Kevin Paul seconded to hold the #DineGreene Challenge in July and August, the Photo Contest in September and October, the Hospitality Awards in November, and the 12 Days of Christmas promotional campaigns. Vote was unanimous.
7. JoAnne Marshall provided several updates:
 - a. To continue growing the reach, engagement and content of restaurant options in Greene County restaurants, Paige Livingston is working on a freelance video project proposal.
 - b. Images were submitted for possible inclusion in VisitPA's 2023 Happy Traveler Guide.
 - c. The Waynesburg University photo contest was overall a success. The template with some modifications will work to holding a photo contest for the public.
 - d. The Bandwango pass project is slow for implementation due to the time involved to recruit participation from restaurants.

Finance

1. Nothing to report at this time.

Fundraising

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for March 2022 was 52.2%, average daily room rate was \$83.43, the revenue per available room was \$43.54, and the number of rooms sold were 6,148.

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. Nothing to report at this time.

PUBLIC COMMENT

1. No public comment was made.

ADJOURNMENT

1. The meeting adjourned at 4:34 p.m. by a motion from Casey Durdines and seconded by Liz Menhart. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, June 8 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Attachment 1

Disbursement Request - FY 2022 - Q2

Wednesday, May 11, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2022	2392	County of Greene General Fund	March Postage	HM	25.62
03/31/2022	2395	County of Greene General Fund	March Windstream	HM	15.00
04/26/2022		Paige Livingston	Kiln to Table Video	FR	100.00
04/29/2022	88789	MPB Print & Sign Superstore	2022 Visitor Guide (25,000 qty)	FR	9,755.50
04/30/2022	2396	County of Greene General Fund	April Postage	HM	473.98
04/30/2022	AMEX-April	County of Greene General Fund	American Express (April 2022)	HM	205.66
05/01/2022	20501	PA Restaurant & Lodging Association	PRLA DMO Dues (7/2022-6/2023)	HM	898.56
05/01/2022	64588	Miles Media Group, LLLP	VisitPA.com: Web Display (Programmatic)	HM	1,250.00
05/01/2022	GCTPA0522P	Pennsylvania On Display	PA Distribution (May 2022)	HM	336.00
05/01/2022	INV10-016473	CTM Media Group Inc.	Ohio Distribution (May 2021)	HM	324.59
05/02/2022		Laick Design	Domain Renewal (gogreenecounty.com)	HM	25.00
05/09/2022	12613	New South Media, Inc.	Morgantown (Summer 2022) - Full Page Ad	HM	750.00
05/10/2022	0010	1331 Studios	Car Show Brochure Design	HM	600.00
05/11/2022	89210	MPB Print & Sign Superstore	2022 Visitor Guide - Freight	FR	243.78
05/15/2022	65109	Miles Media Group, LLLP	VisitPA: E-Newsletter Ad (May 2022)	HM	425.00

Total \$15,428.69

Legend

- HM Hotel/Motel Tax Account
- FR TPA Fundraising Bank Account