

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

Present

Don Chappel, Casey Durdines, Courtney Hursey, Ben McMillen, Liz Menhart, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Dan Bazzoli, Jared Bennett, Derek Garcia, Christy Orndorff, Kevin Paul, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:31 p.m.
2. Blair Zimmerman made the motion and Casey Durdines seconded to approve the March 9, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance for the following accounts as of March 31, 2022: Hotel/Motel Tax at \$167,903.50; TPA Fundraising Account at \$36,240.53; and TPA Money Market Savings Account at \$11,010.31.

ACCOUNTS PAYABLE

1. Deneen Rhodes made the motion and Casey Durdines seconded to approve the April 13, 2022 Disbursement Request (Attachment 1) totaling \$25,104.28. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that Rivers of Steel is holding a rededication ceremony at noon on Saturday, April 16 during their Hammer-In Festival. Anyone interested in invited to attend.
2. Our current intern, Emma Herrle, will be graduating and leaving at the end of the month. The job description for internships has been shared through the Tourism channels. The county should be posting the position this week.
3. Our petty cash was audited by the Controller's Office on March 28. No further action is needed.
4. JoAnne Marshall shared the latest report from the Pennsylvania Tourism Office. The Economic Impact of Travel & Tourism in Pennsylvania 2020 does reflect the devastation of Covid-19 with 59 jobs lost and a 26% decrease in traveler spending.
5. The PA Department of Community and Economic Development is now hosting CommonGoods, an online e-commerce directory that connects PA small businesses with consumers, especially those who want to shop local. The resource was shared with businesses that meet their online criteria.

COMMITTEE REPORTS

Advertising

1. Liz Menhart made the motion and Courtney Hursey seconded to purchase a full-page ad in the Summer and Fall issue of Where and When for \$2,121 each. Vote was unanimous.
2. JoAnne Marshall shared that the Pennsylvania Tourism Office is planning on offering the co-op advertising program again this year. As in the past year, they promote the co-op with very little time to apply for participation. After discussion, JoAnne Marshall will share updates as they become available with the Board in anticipation of applying to participate.

3. National Travel & Tourism Week will be held May 1-7, 2022. The I-79 Greene County and I-70 Washington County Welcome Centers have invited us to participate with a table display. Arrangements will be made for Greene County Tourism to be represented at both facilities. A proclamation will be submitted to the Commissioners Office to be recognized at their next meeting.
4. JoAnne Marshall provided updates that the Restaurant Pass is in develop with Bandwango, the Car Show Brochure is being created by 1331 Studios, and #DineGreene is in discussion to be launched this summer. The digital promotion for the past 28 days has reached 56,527 Facebook users and over 22,870 Instagram users. There were over 4,000 sessions and 3,000 users on VisitGreene.org with Fish Frys, Events and HauntedCon the most popular pages. Over 125 pages on the website have been reviewed and fixed if required.

Finance

1. Nothing to report at this time.

Fundraising

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for February 2022 was 46.7%, average daily room rate was \$81.78, the revenue per available room was \$38.16, and the number of rooms sold were 4,965.

Long-Range Planning

2. Nothing to report at this time.

Partnership

1. JoAnne Marshall reported that over \$6,000 in invoices for partnerships and visitor guide ads are currently out.
2. The digital Visitor Guide was launched and was the highest click-thru in a recent email campaign. Physical copies arrive next week.

OLD BUSINESS

Nothing to report at this time.

NEW BUSINESS

Nothing to report at this time.

PUBLIC COMMENT

1. Blair Zimmerman shared that the Wisecarver project is experiencing a delay due to soil conditions and the Airport Restaurant is planned to open in May.
2. Ben McMillen shared that Shane Cole at Cole's Greene Acres Farm is highly motivated and quickly developing his property with hiking trails, campsites and additional AirBnB rentals.

ADJOURNMENT

1. The meeting adjourned at 4:15 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, May 11 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2022 - Q2

Wednesday, April 13, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
09/30/2021	2375	County of Greene General Fund	3rd Quarter Administration	HM	595.37
12/31/2021	2376	County of Greene General Fund	4th Quarter Administration	HM	1,035.97
12/31/2021	2377	County of Greene General Fund	December Postage	HM	2.12
12/31/2021	2382	County of Greene General Fund	2021 Audit Fee Allocation	HM	62.50
01/31/2022	2373	County of Greene General Fund	January Cell Phone	HM	42.20
01/31/2022	2378	County of Greene General Fund	January Postage	HM	3.56
01/31/2022	2380	County of Greene General Fund	January Windstream	HM	15.06
01/31/2022	2383	County of Greene General Fund	January Copier & Color Copies	HM	237.89
02/28/2022	2372	County of Greene General Fund	February Cell Phone	HM	42.20
02/28/2022	2374	County of Greene General Fund	February Payroll	HM	3,875.87
02/28/2022	2379	County of Greene General Fund	February Postage	HM	14.53
02/28/2022	2381	County of Greene General Fund	February Windstream	HM	15.04
02/28/2022	2387	County of Greene General Fund	February Copier & Color Copies	HM	237.89
03/16/2022	20129	PA Restaurant & Lodging Association	Tourism Study Contribution	FR	100.00
03/23/2022	87363	MPB Print & Sign Superstore	Restaurant Brochure Paper	FR	1,410.00
03/23/2022	87364	MPB Print & Sign Superstore	Visitor Guide Paper	FR	8,554.50
03/28/2022	12470	New South Media, Inc.	WV Living (Spring 2022) - Full Page Ad	HM	1,700.00
03/31/2022	2388	County of Greene General Fund	March Payroll	HM	3,425.43
03/31/2022	2389	County of Greene General Fund	March Copier & Color Copies	HM	257.31
03/31/2022	2391	County of Greene General Fund	March Cell Phone	HM	42.20
03/31/2022	AMEX County - March	County of Greene General Fund	American Express County (March 2022)	HM	322.06
03/31/2022	AMEX- March	County of Greene General Fund	American Express (March 2022)	HM	274.99
04/01/2022	63170	Miles Media Group, LLLP	VisitPA.com: Online Lead Generation	HM	2,000.00
04/01/2022	7353642565-0-1	Staples Advantage	45x53 Lowpile Chairmat (2 qty)	HM	77.00
04/01/2022	GCT422P	Pennsylvania On Display	PA Distribution (April 2022)	HM	336.00
04/01/2022	INV10-015743	CTM Media Group Inc.	Ohio Distribution (April 2022)	HM	324.59
04/12/2022		Paige Livingston	Haunted Greene County Tour Video	HM	100.00

Total **\$25,104.28**

Legend

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account