

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, March 9, 2022

Present

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

Absent

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 3:34 p.m.
2. Don Chappel made the motion and Deneen Rhodes seconded to approve the February 9, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance for the following accounts as of February 28, 2022: TPA Fundraising Account at \$44,572.37; and TPA Money Market Savings Account at \$11,009.84. Bank statements for the Hotel/Motel Tax account have not been received as of the meeting.

ACCOUNTS PAYABLE

1. Casey Durdines made the motion and Deneen Rhodes seconded to approve the March 9, 2022 Disbursement Request (Attachment 1) totaling \$15,178.48. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that the Google Pixel Phone was finally received from Miles Media for the Google Program. The next step is to set up a refresher course with Miles Media.

COMMITTEE REPORTS

Advertising

1. Blair Zimmerman made the motion and Casey Durdines seconded to approve the purchase of \$150 in gift cards for the Waynesburg University photo contest. The contest is organized by Waynesburg University's Red Brick Firm as a project for our office and will be a template for future photo contests we can hold. Vote was unanimous.
2. Ad copy has been sent out to Morgantown Magazine, WV Living, and CTM Media. The next installment of the monthly eblast "Destination Greene" will be going out this week featuring St. Patrick's Day events, paranormal, and outdoor recreation. The weekly eblast and social media continue to gain reach and engagement, especially with Fish Frys.

Finance

1. Liz Menhart made the motion and Courtney Hursey seconded to approve two internship positions at \$12 per hour. Vote was unanimous.

Fundraising

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for January 2022 was 40.7%, average daily room rate was \$76.25, the revenue per available room was \$31.06, and the number of rooms sold were 4,798.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Partnership renewals are being sent out in batches as time permits and will be completed by the end of next week.

OLD BUSINESS**NEW BUSINESS**

1. Casey Durdines made the motion and Dan Bazzoli seconded to approve a contribution of \$100 to Pennsylvania Restaurant and Lodging Association to update the Pennsylvania Tourism Impact Report.

PUBLIC COMMENT**ADJOURNMENT**

1. The meeting adjourned at 4:16 p.m. by a motion from Casey Durdines and seconded by Deneen Rhodes. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, April 13 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2022 - Q1**

Wednesday, March 9, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
12/16/2021	59202	Miles Media Group, LLLP	PA Tourism Jumpstart Grant	FR	5,687.50
12/31/2021	2370	County of Greene General Fund	December Cell Phone	HM	42.20
02/03/2022	9562	Observer-Reporter	2022 Meeting Legal Notice	HM	59.30
02/14/2022	12392	New South Media, Inc.	Morgantown (BOM 2022) - Full Page Ad	HM	750.00
02/28/2022	AMEX-February	County of Greene General Fund	American Express (February 2022)	HM	283.89
03/01/2022	61904	Miles Media Group, LLLP	VisitPA.com - Constant Content Article Renewal	HM	1,995.00
03/01/2022	GCT0322P	Pennsylvania On Display	PA Distribution (March 2022)	HM	336.00
03/01/2022	INV10-015170	CTM Media Group Inc.	Ohio Distribution (March 2022)	HM	324.59
03/01/2022	INV255	VisitPITTSBURGH	2022 Pittsburgh Visitors Guide - 1/2 Page Ad	HM	5,700.00

Total \$15,178.48

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account