

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

Present

Dan Bazzoli, Don Chappel, Casey Durdines, Courtney Hursey, Ben McMillen, Liz Menhart, Kevin Paul, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall. 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 3:31 p.m.
2. Kevin Paul made the motion and Don Chappel seconded to approve the January 12, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Bank statements for January 2022 have not been received to report during the meeting.

ACCOUNTS PAYABLE

1. Courtney Hursey made the motion and Deneen Rhodes seconded to approve the February 9, 2022 Disbursement Request (Attachment 1) totaling \$9,314.11. Vote was unanimous.

DIRECTOR REPORT

1. President Lee at Waynesburg University was receptive of working with Tourism and has several ideas for the future. He organized a second meeting with Kelley Hardie to discuss communication efforts to parents of incoming students.

COMMITTEE REPORTS

Advertising

1. Kevin Paul made the motion and Dan Bazzoli seconded to obtaining the Greene County Chamber of Commerce's car show mailing and creating a brochure featuring car shows in the area. Partners contribution would be \$25 and non-partners would be \$75. Vote passed with Casey Durdines, Liz Menhart and Deneen Rhodes abstaining.
2. Don Chappel made the motion and Dan Bazzoli seconded to approve a photo training workshop on Wednesday, March 9. Cost is free for partners and \$10 for non-partners. Vote was unanimous.
3. JoAnne Marshall reported that the Google DMO program followed up on prior questions and will be sending out the Pixel phone along with a follow-up training. The results from their audit added more than 63 pieces of missing business information and the listings for Greene County are now 62% complete versus the 50% at the initial audit. Photos submitted by us were uploaded to Google and as of this morning had 1,453,472 views.
4. The Bandwango project had an issue in testing that prohibited communication between Android devices and the Google map app. Initially, Bandwango did not believe it was an issue on their end but they resolved the problem in their coding over the weekend. At this time, we need to continue testing the passport to find any other problems.
5. The monthly e-blast titled "Destination Greene" was sent out to over 4,500 recipients was sent out this week highlighting Valentine events, shopping and wedding venues.

Finance

1. Nothing to report at this time.

Fundraising

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for December 2021 was 43.7%, average daily room rate was \$78.47, the revenue per available room was \$34.31, and the number of rooms sold were 5,151.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Partnership renewals are currently being generated and sent out.

OLD BUSINESS

1. Dan Bazzoli made the motion and Kevin Paul seconded to create an America250PA committee. Vote was unanimous.

NEW BUSINESS

1. Members of the board already in attendance at the Farm Bureau event on Wednesday, July 13 volunteered to help set-up an unmanned table.

PUBLIC COMMENT**ADJOURNMENT**

1. The meeting adjourned at 4:22 p.m. by a motion from Kevin Paul and seconded by Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, March 9 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2022 - Q1
Wednesday, February 9, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
12/30/2021	2365	County of Greene General Fund	December 30 Accrual Payroll	HM	780.31
12/31/2021	21120001	WANB Radio	#DineGreene21 Winner - Radio Package	HM	495.00
12/31/2021	2366	County of Greene General Fund	December 31 Accrual Payroll	HM	1,346.07
12/31/2021	2367	County of Greene General Fund	December Copier & Color Copies	HM	254.38
12/31/2021	2368	County of Greene General Fund	December Windstream	HM	15.10
12/31/2021	4Q Sales Tax	County of Greene General Fund	4th Quarter Sales Tax	FR	3.36
01/24/2022	512034	STR, Inc.	DMO Destination Report (1-Year)	HM	2,500.00
01/28/2022	0007	1331 Studios	Digital Map of Greene County	HM	175.00
01/31/2022	2369	County of Greene General Fund	January Payroll	HM	2,733.30
01/31/2022	AMEX-January	County of Greene General Fund	American Express (January 2022)	HM	351.00
02/01/2022	GCT0222P	Pennsylvania On Display	PA Distribution (Feb 2022)	HM	336.00
02/01/2022	INV10-014665	CTM Media Group Inc.	Ohio Distribution (January 2022)	HM	324.59

Total **\$9,314.11**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account