

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, December 8, 2021

Present

Dan Bazzoli, Don Chappel, Ben McMillen, Nicole Mitchell, Kevin Paul, Deneen Rhodes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Derek Garcia, Justin McWilliams, Christy Orndorff, Adam Stokes, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:30 p.m.
2. Don Chappel made the motion and Deneen Rhodes seconded to approve the November 10, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported as of November 30, 2021, the Hotel/Motel Tax Account ending balance is \$143,951.93. As of the meeting date, we had not received the bank statements for the TPA Fundraising Account and the TPA MMA Savings Account.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Nicole Mitchell seconded to approve the December 8, 2021 Disbursement Request (Attachment 1) totaling \$4,244.11. Vote was unanimous.

DIRECTOR REPORT

1. Waynesburg University's fall term ended and Emma headed home. There is a possibility that she will be able to do some functions from home as needed such as proofing and digital communication.
2. The office will be closed from December 22 to January 3 for vacation and holidays.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. Ben McMillen made the motion and Christy Orndorff seconded to approve the 2022 Pennsylvania On Display brochure distribution contract for \$4,032. Vote was unanimous.
2. Blair made the motion and Dan Bazzoli seconded to approve the 2022 CTM Media Group brochure distribution contract for \$3,895. Vote was unanimous.
3. Nicole Mitchell made the motion and Don Chappel seconded to approve the purchase of 20,000 quantity of bi-fold rack cards from MPB for \$1,712. Vote was unanimous.
4. Ben McMillen made the motion and Don Chappel seconded to approve the 2022 New South Media marketing proposal for \$7,350. The proposal includes a full-page ad in the Spring, Summer and Fall issues of both Morgantown Magazine and WV Living. Vote was unanimous.
5. The Covered Bridge Trail pass in the Bandwango program is in the development phase. Mock-ups of the logo were shared and revised.
6. Deneen Rhodes made the motion and Nicole Mitchell seconded to approve 2,500 quantity the Covered Bridge Trail completion award of 7 postcards plus 1 information sheet in an envelope for up to \$2,500. Vote was unanimous.
7. Digital advertising continues to be strong across all platforms. Additional YouTube videos are the goals for the next few months.

8. A meeting with the Google program has been requested. No date has been set at this time.
9. The final meeting for 2022 was held at Revival on Main. The hope is to restart the meeting in the new year to gather everyone back together.

Finance (*Don Chappel*)

1. Deneen Rhodes made the motion and Nicole Mitchell seconded to approve the proposed 2022 Budget (Attachment 2) with the opportunity to review again in 3 months. Vote was unanimous.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. #ShopGreene21 coupon books have arrived with Sandy and Shelley saving the day by distributing them on Friday, December 3. Distribution is continuing.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for October 2021 was 51.8%, average daily room rate was \$83.38, the revenue per available room was \$43.18, and the number of rooms sold were 6,101.

Long-Range Planning (*Kevin Paul*)

1. Kevin will be sharing some updates through email. Additional discussion will be held at the beginning of the year.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. The Visitor Guide is still waiting on ad copy from several along with event dates in 2022.
2. Kevin Paul made the motion and Ben McMillen seconded to continue with the 2021 partnership tier categories and rates for 2022. Vote was unanimous.

OLD BUSINESS

1. The America250PA is requesting 10 additional contacts to expand their reach. It was suggested to include the request in the weekly eblast.

NEW BUSINESS

1. Deneen Rhodes made the motion and Don Chappel seconded to approve a letter of support for the EDA Competitive Tourism Grant submitted by the Mylan Park Foundation, Inc.
2. Discussion was held on possible board members for the term of 2022-24.
3. Dan Bazzoli made the motion and Deneen Rhodes seconded to appoint Ben McMillen as the 2022 Board President. Vote passed with Ben abstaining.
4. The next board meeting will be held on Wednesday, January 12 at 3:30pm. At that meeting, dates for 2022 will be discussed.
5. JoAnne Marshall thanked Sandy Wilson, Nicole Mitchell, Adam Stokes and Justin McWilliams for their service to the board. All will be missed and are invited to still participate on committees.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:43 p.m. by a motion from Nicole Mitchell and seconded by Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, January 12 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q4
Wednesday, December 8, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
11/18/2021	51410	Direct Results-V	GreeneScene (Holiday 1) - Quarter Page	HM	450.00
11/23/2021	83550	MPB Print & Sign Superstore	#10 Regular Envelopes (1,000 qty)	HM	135.00
11/23/2021	83551	MPB Print & Sign Superstore	#10 Window Envelopes (1,000 qty)	HM	139.00
11/30/2021	AMEX- November	County of Greene General Fund	American Express (November 2021)	HM	384.11
12/01/2021	GCT1221P	Pennsylvania On Display	PA Distribution (Dec 2021)	HM	336.00
12/01/2021	INV10-013582	CTM Media Group Inc.	Ohio Distribution (Dec 2021)	HM	250.00
12/06/2021	83864	MPB Print & Sign Superstore	#ShopGreene21 Coupon Books (5,000 qty)	HM	2,550.00

Total **\$4,244.11**

Legend

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account

Revenue			2022 Budget
Account Number	Account Name		
	43310	County Personnel Contribution	\$ 14,200.00
	43110	Hotel/Motel Tax	\$ 165,000.00
	43115	Charges for Service	
		Balancing Adjustment	\$ -
		Copies	\$ -
		Co-Op Advertising	\$ 1,000.00
		Email Marketing	\$ 1,000.00
		Grant Funding	\$ 14,500.00
		Inventory Sales	\$ 200.00
		Partnership Dues	\$ 7,500.00
		Restaurant Brochure Ads	\$ -
		Shipping & Delivery	\$ -
		Sponsorship	\$ -
		Training	\$ -
		Tours	\$ -
		Visitor Guide Advertising Sales	\$ 7,000.00
	43205	Interest Income	\$ 100.00
		Funding Balance (from prior year)	
TOTAL REVENUE			\$ 210,500.00
Expenses			2022 Budget
Personnel	Account		
	61105	Salaries & Wages	\$ 75,000.00
	61205	Medical Coverage	\$ 11,000.00
	61210	Workers Comp.	\$ 130.00
	61215	Unemployment Comp.	\$ 1,200.00
	61221	Social Security Tax	\$ 4,700.00
	61222	Medicare Tax	\$ 1,100.00
	61225	Life Insurance	\$ 100.00
	61230	Retirement	\$ 3,000.00
TOTAL PERSONNEL			\$ 96,230.00
Services	Account		
	62205	Local Service	\$ 1,300.00
	62305	Postage/Shipping	\$ 10,000.00
	62310	Advertising	
		Print	\$ 15,000.00
		Digital	\$ 15,000.00
		TV/Radio	\$ 3,000.00
		Visitor Guide	\$ 16,000.00
		Billboards	\$ -
		Promotional Materials	\$ 10,000.00
		Promotional Challenges	\$ 8,000.00
		Tour Expenses	\$ -
		Vendor/Display Fees	\$ 400.00
		Distribution Program	\$ 7,000.00
Total Advertising			\$ 74,400.00

2022 Proposed Budget

	62405	Travel Expenses/Mileage	\$ 500.00
	62605	Dues & Subscriptions	\$ 3,500.00
	62610	Printing & Reproduction	\$ 3,600.00
	62615	Employee Development/Conference Costs	\$ 500.00
	62735	Other Professional Services	\$ 800.00
	62740	Partnership Meetings	\$ 1,500.00
		TOTAL SERVICES	\$ 96,100.00
Materials & Supplies	63105	Supplies	\$ 250.00
	63110	Merchandise - New Inventory	\$ -
		Capital Outlay	\$ -
		TOTAL MATERIALS & SUPPLIES	\$ 250.00
Grant Projects	64105	Grant Projects	
		Restaurant Brochures	\$ -
		Bandwango	\$ 14,500.00
		Greene River Trail	\$ -
		Covid-19 Promotion Campaign	\$ -
		TOTAL GRANT PROJECTS	\$ 14,500.00
Grants & Sponsorships	65110	Tourism Grants	
		Advertising & Promotion Grants	\$ -
		Capital Grant Projects	\$ -
		Sponsorships	\$ -
		TOTAL GRANTS & SPONSORSHIPS	\$ -
Indirect	65115	Indirect Administration	\$ 3,300.00
		TOTAL INDIRECT EXPENSES	\$ 3,300.00
Miscellaneous	62810	Miscellaneous Service Expenses	\$ -
		Credit Card Fees	\$ 100.00
		PA Sales Tax	\$ 20.00
		TOTAL MISC. SERVICE EXPENSES	\$ 120.00
Transfer to Following Year			
		Grant Award Balance	\$ -
		Grant Projects	\$ -
		TOTAL MISC. SERVICE EXPENSES	\$ -
		TOTAL EXPENDITURES	\$ 210,500.00
			\$ -